

Seth Burrow

Profile

Dedicated and results-driven Manager/Operating Partner with extensive experience in the aquatic construction industry. Adept at strategic planning, business development, operations management, and team leadership. Seeking to contribute my skills and expertise to drive the growth and success of your company.

Experience

PROJECT MANAGER | BLAIR PRICE CONSTRUCTION - ATL | MAR 2025 - CURRENT

- Implemented new software solutions to increase productivity of the bookkeeper
- Implemented software solutions to streamline productivity and communication between field employees and management team

GENERAL MANAGER | AFFINITY OUTDOOR LIVING - ATL | JAN 2024 – MAR 2025

- Led the sales team to close in excess of \$2.5M in sales on new construction in the first year of operation, while personally selling over \$400k and building projects worth \$800k.
- Sourced, selected, and negotiated pricing with local trade partners to increase our competitiveness in the market, while maintaining high quality product.
- Hired and trained members of the sales team and a project coordinator.
- Negotiated pricing with local suppliers to achieve a 12% cost savings on our primary equipment lines.
- Initiated and oversaw a complete overhaul of the entire company's financials to provide clarity on the profitability of all divisions.

OWNER/OPERATOR | THE OVERLOOK BOULDER + FITNESS | SEPT 2018 – JAN 2024

- Developed business plan and secured bank financing to facilitate the opening of a rock-climbing gym.
- Managed the general contractor and several trade partners during construction of the \$1.3M facility.
- Successfully opened the business in the winter of 2020 during the first peak of COVID.
- Hired and trained key personnel throughout the early stages of the business.
- Maintained company financials; includes keeping the books, setting sales goals, and completing annual budgets.
- Oversaw the development of marketing initiatives that yielded 200% revenue growth and a 17% EBITDA in year 2 with a membership base that currently exceeds 1300.

CARPENTER/TRADE FOREMAN | JE DUNN CONSTRUCTION | JAN 2019 – JAN 2020

- Completed a variety of self-perform projects that supported other trades during the final stages of construction of a large-scale data center.
- Exceeded the expectations of the superintendent and within 4 months was handpicked to move to a new project as a Trade Foreman to lead the self-perform team on the renovation and addition of a classroom wing at The Westminster School.
- Invited to join the JE DUNN corporate Superintendent training track 2 weeks prior to giving my notice.

OWNER/PARTNER | SWEETWATER POOLS | JAN 2006 – AUG 2018

- Led the renovation and construction of countless residential and commercial pools, ensuring each project met design specifications and safety regulations.
- Selected and managed subcontractors on all aspects of pool construction and renovation projects
- Successfully expanded the company's offerings by starting and operating ASI Pool Plastering during its first 3 years of operation
- Identified and capitalized on new markets opportunities ultimately expanding Sweetwater Pools into a branded regional commercial pool company, resulting in increased revenue streams.
- Managed several of the company's financial operations, including budgeting, forecasting, and cost control measures, resulting in consistent profitability.
- Analyzed the financials of low performing businesses; formulated plans to retain the high margin divisions and dispose of the insolvent divisions and businesses.
- Developed and led the restructuring of the organization to eliminate redundant overhead which increased productivity and profitability of several of the Atlanta based companies by over 20%.
- Negotiated pricing on commodities, parts, and equipment through a variety of purchasing channels resulting in savings of up to 10% in each category.
- Analyzed operational performance and implemented process improvements to streamline bid and contract generating processes for commercial clients.
- Successfully negotiated the sale of ASI Pool Plastering to Pearl Pools in February of 2018.

Education

BACHELOR OF SCIENCE IN CELL BIOLOGY | DEC 2014 | UNIVERSITY OF GEORGIA

Skills & Abilities

- Intermediate Spanish Fluency
- Proficient in Microsoft Word and Excel
- Proficient in G-Suite
- Poised under pressure
- Fun and Energetic
- Former CPO Instructor

Activities and Interests

Hiking, Skiing, Travel, Theatre