



# CARL M. LINGEN

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## OVERVIEW

Carl Lingen's professional experience has included helping non-profit and for-profit organizations with strategic development, human resource consulting, and setting up integrated business systems. Carl has been responsible for shaping organizations to become more efficient when it comes to the four main areas of success: model, money, management and marketing. Carl continues to dedicate his time to organizations who otherwise could not afford his services to help them improve and become more efficient.

## EDUCATION AND CERTIFICATIONS

### **Drake University • Graduated 2005**

- Bachelor of Science in Business Administration

### **Drake University • Graduated 2006**

- Master of Business Administration
- Concentration in Human Resource, Executive Development, and Finance

### **Life, Health and Disability License • 2008**

### **Certificate in Human Resource Law • 2010 • CISHRM**

### **Professional Human Resource (PHR) Designation • 2011 • HRCI**

## EXPERIENCE

### **Capture Marketing**

#### **Director of Operations & Finance – Owner • 2009 – Present**

- Started and grew company into over 1 million in billable revenue per year with seven employees.
- Oversee general operations, employee personnel issues, finance, technology, and strategic leadership for organization.
- Currently oversee strategy development and growth opportunities for the organization.
- Researched and implemented numerous large scale agency integrations dealing with project management and team collaboration. Our success has garnered national attention from our vendors who use us as an example of how small agencies can compete against large firms.
- Train new employees on CRM management, non-profit law, non-profit governance, marketing strategy, and time management practices.
- Work with Chairs of Board of Directors and Executive Directors on non-profit best practices and branding of their organization.

### **GBL Payroll & HR Solutions**

#### **HR and Benefit Law Consultant – Member • 2011 – 2013**

- Started new division of Group Benefits Ltd. to extend services of insurance to also include payroll, HR consulting, and benefit administration.
- New sales of HR consulting and payroll consulting to 168 clients.
- Specialized in Affordable Care Act (ACA) compliance and instructed over 200 independent agents and support staff on implementation of ACA.
- Conducted 8 seminars around the State of Iowa on ACA guidance for small and large businesses.
- Specialized in understanding HR law, benefit law and mandated leave laws.
- Overall all human resource consulting specializing in hiring, termination, COBRA, benefit law, extended leave law, compensation design and ACA implementation.
- Divested my ownership to pursue full-time commitment with Capture Marketing.

## **Employer Ease**

### **Business Development and Consultant • 2006 – 2011**

- Helped start business in the areas of payroll, HR, and benefit sales.
- Proficient in all areas of payroll processing, integration, time & attendance systems, and employment based tax setup in Iowa, Missouri, Illinois, Minnesota, and Nebraska.
- Involved in valuation and sale to Group Benefits Ltd.

## **Medicap Pharmacy Adel**

### **Pharmacy Intern and Manager • 2004 – 2006**

- Involved in helping owner grow independent business from 20 scripts per day to 180 per day.
- Nursing home order management and processing.
- Responsible for nursing home billing, inventory ordering, and cash management of business.
- Introduced home care supplies to store and promoted offering to Adel community.

## **SKILLS**

- Seminar Speaking and Group Engagement
- Business strategy and internal branding
- Human Resource strategy for growth and compensation design
- Promoter of Intelligent Design for group think and decision making
- Promoter of Return on Marketing Investment (ROMI)
- Neuromarketing design
- Non-profit governance
- Kaizen and Lean process development
- Financial analysis for small business
- Mastery in Quickbooks, Wordpress, Wix, Site Viz, Constant Contact, Excel, and Word
- Proficient in Photoshop, InDesign, Illustrator, Paint.Net, HTML, CSS, Adobe Acrobat,

## **PROFESSIONAL INVOLVEMENT AND ACHIEVEMENTS**

- S.B.A. Graduate of the E-200 Class
- Des Moines East and South Chamber of Commerce Entrepreneurial Spirit Award
- Phi Delta Chi Professional Pharmacy Member
- Central Iowa Society for Human Resource Management
- Home Care Services of Dallas County, Inc. Board Chair, 2014-2015
  - Helped organization focus on a severe deficit to help it overcome a bankruptcy and be a sustainable organization.
  - Focused on leadership development and engaged current staff to become leaders and managers of their department.
  - Worked with vendors and community stakeholders to further improve public relations with the organization.
  - Focused on customer service training for key staff who were delivering services to members of the community.
- Des Moines East and South Chamber of Commerce Board Chair, 2015, Ambassador & Membership Committee Chair, 2011-2012
  - Focused on setting standardized procedures in place and setting up internal controls.
  - Main goal of having board meetings go from reporting to a strategy board.
  - Helped and trained to bring finances in-house to have more control and reporting capability.
- Iowa Economic Development Corporation Past Board Member
- Member of 501(c) Forum, 2015
- Member of Young Nonprofit Professionals Network, 2015
- Member of Public Affairs Council, 2013-2015