

JOSEPH CANNOVA

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PROFESSIONAL EXPERIENCE

2010-Present **The WheelerShip LLC** Melville, New York

A national market-leading distributor of replacement automobile wheels and accessories to wholesale and retail channels.

Founder and Chief Operations Officer

- Devised and executed a “shoestring budget” start-up business plan for national retail and wholesale distribution, doubling revenue year after year, generating a total of 18 million in total sales.
- Lead sourcing and negotiation activities with global factories. Performed site audits at factories.
- Managed supply chain logistics activities with all imported goods.
- Lead new 27000 sq. ft distribution center expansion. Devised a plan that maximizes pick efficiency, maximizes throughput and effectively utilizes distribution space.
- Hired, managed and trained supporting staff.
- Spearheaded e-commerce platform redesign which focus on effective product cataloging, automation improvements, user experience planning and multiple sales channel integrations. Manage all developers on a daily basis, manage improvement deployments to development site, staging site and production site improvement.
- Manage, train and staffed accounting department. Review financial statements and develop improved profit margin initiatives.

2009-2010 **All Factory Wheels, LLC** Freeport, New York

A global, market-leading online wholesale/retail distributor of original manufactured automobile wheels and accessories.

Founder and Chief Operations Officer

- Conceived and executed start-up business model for e-commerce wholesaler/retailer adhering to a \$5,000 budget; capitalization within one week of business launch, generating \$500,000 of revenue by Q3.
- Created and implemented commercialization strategy and marketing plan.
- Designed and assisted in construction of e-commerce enabled website.
- Devised accounting and book-keeping systems.
- Managed profit and loss, improved profit margins and created new growth opportunities through aggressive negotiations with new and existing suppliers.
- Hired, managed and trained supporting staff.
- Established customer service model, innovative work stream procedures and strategic business principles resulting in large market capture and competitive edge.

2008-2009 **Fuoco Group, LLP** New York City, New York

A regional leader in core accounting services, in-depth advisory and business consulting.

Staff Accountant

- Prepared individual and corporate federal and state tax returns.
- Compiled and analyzed accounting records to develop accurate financial statements.
- Assisted senior accountants and partners to meet client needs.
- Performed on-site audits and monthly reconciliations, compiled and created payroll reports.
- Proficient in several accounting software applications including CCH suite (Prosystem), Creative Solutions, Lacerte, Intuit product line, CFS Tax, Peachtree, Office suite, etc.
- Compiled research and managed documentation, partnered with tax engineer to initiate cost segregation product offering.
- Active member of firm's Technology Committee and Unified Process Committee.

2001-2008 **American Honda Motors Co., Inc** Valley Stream, New York

A worldwide manufacture of automobiles, motorcycles, power products and parts.

Service Consultant

- Completed and processed warranty claims, mechanical breakdown insurance claims and body shop claims.
- Invoiced accounts receivable receipts and automobile components to inventory accounts.
- Processed salary expense accounts for technicians.
- Maintained a “Customer Service Experience” which exceeds customers expectations (CSE index of above 85% a month) while reaching a net sales quota of \$200,000.
- For purpose of protecting dealership from legal issues, full knowledge of local, state, and national laws is required.

EDUCATION AND INTERESTS

Molloy College, Rockville Center, New York

- Bachelor of Science in Accounting (2008), Dean’s List
- CPA Eligible
- Honda Professional Training – completed 30 courses included: Model Technical Information, Interpersonal Skills, Customer Service Skills and Communication Skills
- State University of New York, Albany – Network hardware/software, Web Programming and Development, and Computer programming
- Proficient in HTML, CSS, JavaScript, PHP and Git
- Fluent in Italian