

## MAURICE CHARLES LEVIN

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Results-oriented business development, operations, finance professional. Creates measurable value and sales by applying expertise in horticulture, finance, real estate, and agribusiness. Secures clients, completes successful transactions, and produces healthy enterprise and plant growth. Cultivates a positive environment as enthusiastic coach and team member. Listens and learns, then converts challenges into understood, viable results, so the team achieves company goals.

- New Business Development
- Coaching & Training
- Consultative Sales Approach
- Real Estate Transaction Depth
- Horticulture Knowledge
- Landscape Management
- Nursery Plant Propagation
- Agribusiness Expertise
- Financial Analysis & Valuation
- Relationship Management
- Website & SEO Skill Set
- Presentation & Writing Skills

### PROFESSIONAL EXPERIENCE

**JURASSIC GARDEN, COMMERCIAL NURSERY & LANDSCAPER | Los Angeles, CA 2000-Present**  
**General Manager: Operations, Sales, Finance – Grower, Horticulturalist, Landscape Consultant**

#### **Business Development, Strategic Planning, and Marketing**

- Created business plan, developed and ran a multi-acre organic horticulture grower and rare plant nursery.
- Educated clients, opening new markets for rare and drought-resistant landscape plants.
- Developed and cultivated client relationships with institutions, nurseries, landscapers, and home gardeners.
- Employed consultative selling and prepared articles, guides, and seminars to create client value.
- Increased public and private gardens' endangered plant populations, via *Preservation Through Propagation*.

#### **Horticulture and Landscape Management/Building an Emerging Agribusiness**

- Created, managed, and grew a successful horticulture facility, landscaping company, and plant nursery.
- Designed, irrigated, and installed display gardens to demonstrate sustainable, drought-resistant landscaping.
- Researched and developed propagating and growing drought-resistant and endangered landscape plants.
- Expanded business into landscape work to design, install, irrigate, and maintain sustainable gardens.
- Coached and taught teamwork and organic horticulture (in English and Spanish) to office and landscape teams.

#### **E-Commerce/Website Development/Internet Marketing**

- Designed, created, operated nursery e-commerce website, [cycadpalm.com](http://cycadpalm.com), to educate and acquire customers.
- Implemented SEO, creating e-commerce profits by teaching customers landscape horticulture and plant care.
- Created a strong organic web presence, which sustains 35,000+ monthly page views, by educating customers.

#### **Finance/Accounting/Analysis**

- Conceived and supervised systems for accounting, inventory, valuation, financial reporting and forecasting.
- Created a real-time valuation database for landscape plant inventory that literally "grows" in value.
- Managed agribusiness growth to \$10MM+ in sales; sold inventory and converted to landscape practice in 2018-19.

**THE GOODGLICK COMPANY - COMMERCIAL REAL ESTATE | Los Angeles, CA 1988-2000**  
**Commercial Real Estate Agent** | Completed \$40MM in real estate leases and sales by giving value and quality service.

### PRIOR EXPERIENCE

**PAINE WEBBER | New York, NY | Securities Research Analyst, Special Situations**

Generated \$25MM in transactions through, value-added financial research, analysis, and buy recommendations.

**LEHMAN BROTHERS | New York, NY | Corporate Finance Associate, Investment Banking**

Participated in all facets of \$600MM in mergers/acquisitions and financings. Developed 2 new M&A clients.

**BANK OF AMERICA | New York, NY & Toronto, ON | Commercial Relationship Banker**

Closed \$150MM+ in financial transactions. Developed trusted client relationships. Restructured Canadian finance company.

### EDUCATION

**HARVARD BUSINESS SCHOOL, Boston, MA | MBA, Finance and Marketing, 2nd Year Honors**

**HARVARD UNIVERSITY, Cambridge, MA | AB, cum laude, History, U.S. & East Asia, magna cum laude honors thesis**

**UNIVERSITY OF CALIFORNIA, LOS ANGELES | Landscape, Real Estate, and Horticulture Coursework**

### PERSONAL

Lifelong outdoorsman. Ran Boston and New York Marathons. Climbed Mt. Kilimanjaro, Africa's highest point (19,340 ft). Eagle Scout, Cubmaster, Scout Leader. Enjoy partner dancing, college sports, gardening. Board of Directors Member & Past Secretary, Harvard Club of Southern California. Harvard Business School Alumni.