
MICHAEL SMITH

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BEHAVIORAL HEALTH & ADDICTION TREATMENT LEADER

PROGRAM MANAGEMENT | ADDICTION REHABILITATION | CLIENT CARE | COMMUNITY SERVICE

Summary of Qualifications

CERTIFIED BEHAVIORAL HEALTH AND REHABILITATION PROFESSIONAL with 15+ years of experience in community-based service and addiction treatment across for-profit and non-profit organizations. **AVID ENTREPRENEUR** with an outstanding ability to develop and communicate ideas, hire the right people, and provide strategic direction to ensure commercial success.

- Advanced from residential counseling to facility management, gaining hands-on addiction rehabilitation, as well as managerial and operational skills
 - Gained vast IT and marketing knowledge applicable in automating business processes, improving operational efficiency, and growing conversions to a behavioral health facility
 - Created, grew, and successfully sold several companies focused on physical and mental health and well-being
 - Succeeded in customer-facing roles at multiple levels, promoting a customer-service-oriented approach
 - Coached Brazilian Jiu-Jitsu athletes to world championships
 - Recognized in [VoyageDallas](#) (2017) as a Brazilian Jiu-Jitsu Black Belt holder and business creator with success in overcoming addiction; keynote speaker for non-profit functions, spiritual retreats, and workshops
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Areas of Expertise

Operations Management | Facility Management | Regulatory Compliance | Business Strategy | Team Leadership | Coaching | Counseling | Referral Development | Budgeting | Financial Management | Resource Planning | Program Evaluation | Contract Negotiations | Cross-Functional Collaboration | Business Development | Communication

Professional Experience

FOUNDER/CHIEF EXECUTIVE OFFICER
Chapter House | Richardson, TX

October 2014 – December 2023

Founded and managed the day-to-day operation of the recovery residence, including management and evaluation of intensive addiction treatment programs. Oversaw delivery of client care, including comprehensive outpatient services.

- Managed and mentored personnel, providing coaching and communicating core company values and philosophy
- Provided strategic direction and business development planning, growing the company by 300% within two years
- Developed business from zero to \$1M revenue and grew the team by 10 staff within the first two years

- Leveraged knowledge and experience in marketing and public relations to launch and maintain the company's social media presence, expanding leads through organic searches and online advertising
- Ensured exemplary client service and support, exceeding satisfaction with programs and services offered and succeeding in referral development
- Featured in *The Golden Thread: A Journey Through Addiction to Recovery*, an in-house [YouTube](#) production

CHIEF EXECUTIVE OFFICER

March 2013 – October 2014

The Granite House/Recovery First Physicians Group | Derry, NH

Oversaw daily operation of a facility with 30 employees and provided fiscal management of a \$3.5M annual budget. Ensured adherence to compliance and accreditation standards and formulated business development strategy.

- Leveraged social media instruments such as SEO and advertising to develop and execute successful marketing strategies, growing conversion by 200%
- Achieved higher ROI by redesigning and rebuilding facility infrastructure based on client feedback and industry best practices
- Built and developed relationships with health insurance companies and managed all billing issues
- Assembled a high-performer team; provided coaching to staff and mentored five key leaders within the company

DIRECTOR OF MULTIMEDIA MARKETING

February 2011 – March 2013

DIRECTOR OF BUSINESS DEVELOPMENT

August 2007 – May 2010

Burning Tree Programs | Dallas, TX

Recruited personally by the company's founder to lead business development [2007-2010] and multimedia marketing functions [2011 – 2013] of a large drug and alcohol addiction and mental health treatment center.

- Secured referent partnerships with local businesses, affiliate health providers, treatment centers, hospitals, outpatient facilities, and the surrounding community to generate conversion
- Doubled client population within just 1.5 years by developing and executing a successful business strategy
- Developed and launched a Constant Contact marketing campaign, which included an automated quarterly newsletter, achieving high email-open rates and growing client engagement
- Improved brand positioning by creating print and online marketing materials and increased website traffic 12x through a successful SEO campaign
- Built a high-performing team for the Marketing and Admissions department, eventually quadrupling the call volume to the admissions line
- Participated in several industry events and TV shows, including A&E Intervention and National Geographic, to raise awareness of the problem of addiction and offer treatment solutions

Additional Experience

BUSINESS OWNER Skilled Violence Apparel Company Richardson, TX	January 2021 – Present
Co-OWNER D-Town Jewelers Richardson, TX	May 2020 – Present
OWNER Gracie Gym Richardson Richardson, TX	September 2017 – Present
RESIDENTIAL COUNSELOR Volunteers of America Portland, ME	August 2006 – March 2008
IT TECHNICIAN III Southern Maine Community College South Portland, ME	April 2005 – August 2007
SALES REPRESENTATIVE American Media Partners Westbrook, ME	September 2003 – April 2004

Professional Affiliations

- Served on the Board of Directors for federally funded non-profit portion of Faces & Voices of Recovery
- Served on Planning Committee for C4 Conferences and Texas Association of Addiction Professionals
- Founding Member of the CORE conference for addictive disorders
- Provided pro-bono services to Eden Hill Recovery, The Retreat, and Anamika Treatment Center

Certifications

MENTAL HEALTH REHABILITATION COMMUNITY CERTIFICATE (MHRT-C) | *National Foundation for Teaching Entrepreneurship*

Education

ASSOCIATE DEGREE IN HUMAN SERVICES MANAGEMENT
University of North Texas | Dallas, TX

ASSOCIATE DEGREE IN BEHAVIOR HEALTH SCIENCE
Southern Maine Community College | South Portland, ME