

PETER GASCA

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CURRENT EXPERIENCE

Coastal Carolina University

Jan 14 – Present

Director, Community and Business Engagement Institute ([Link](#))

Conway, SC, USA

- Created and manage an experiential professional management consulting practicum pairing students with real business clients and providing professional business solutions
- Developed consulting tools, manage scaling strategy, mentor students
- Led over 25 client projects, including clients in Madrid and Barcelona, Spain

Lecturer / Executive in Residence

- Develop and deliver courses and ongoing professional development in management and organizational systems, business communications, marketing strategy, cross cultural business, creativity and innovation
- Mentor students with consulting projects based in Iceland, United Kingdom and Germany
- Led an experimental teaching collaboration in Xi'an, China

EDUCATION

Georgetown University, McDonough School of Business ([Link](#))

May 2003

M.B.A. Finance and Business Strategy

Washington, DC, USA

Arizona State University, Del E. Webb School of Construction ([Link](#))

May 1996

B.S. Construction and Project Management

Tempe, AZ, USA

PREVIOUS EXPERIENCE

Wild Creations (Crescent Moon Holdings, LLC)

Oct 06 – Jun 15

Founder and CEO

Myrtle Beach, SC, USA

- Negotiated the asset purchase of a small, single-product company serving local gift shops
- Developed all internal management systems and led a growth strategy in the toy industry resulting in a client portfolio of 1,500 nationwide retail stores, including *Brookstone*
- Sourced and negotiated manufacturing and distribution rights for an expanded product portfolio that included over 100 SKUs.
- Business achievements:
 - Nominated for Toy of the Year: 2010 *The Toy Industry Association*
 - #1 Fastest Growing S.C. Company: 2010 *SC Chamber of Commerce*
 - Finalist for Entrepreneur of the Year (Carolinas): 2011 *Ernst and Young*
 - #259 / #1170 Fastest Growing Private U.S. Company: 2011/12 *Inc. 500/5000*
 - Blue Ribbon Small Business Award: 2011 *U.S. Chamber of Commerce*
- Led a rebranding of the company to focus more on toys and games in 2012
- Negotiated and led a reverse merger acquisition by Wild Craze, Inc. in 2013 ([Link](#)), remained as CEO through 2015

PREVIOUS EXPERIENCE (CONTINUED)

Pragma Corporation / USAID (Link)

Country Director

Oct 04 – Aug 06

Ashgabat, Turkmenistan

- Directed implementation of economic development assistance throughout Turkmenistan while working closely with USAID, government ministries, local partners, and donor organizations
- Served as business technical advisor to assist 10 local business consultants, marketing specialists, finance specialists and trade specialists in developing strategic business plans for over 25 small and medium sized business clients
- Worked with local associations, community and special interest groups to develop sustainability plans while increasing their effectiveness in the area of business, trade, and civil advocacy
- Supervised activities for accounting reform program (CIPA and CIPAEN), including training of local accountants, testing and certification of over 80 CAPs
- Oversaw regional trade promotion program, achieving 21 trade deals worth US \$4.3M
- Managed the implementation and quality control of up to 60 business training courses per year

Regional Finance Consulting Director

Almaty, Kazakhstan

- Oversaw the development, implementation and quality management of finance consulting products and services for small and medium sized businesses with over 15 consultants in fourteen Enterprise Development Centers throughout five Central Asia republics, including a financial ratio analysis and monitoring tool, cash flow analysis and forecasting tool, and investment analysis tool
- Managed financial reporting requirements for enterprise clients while monitoring and training business consultants in compliance practices
- Implemented process improvement analysis and introduced new process concepts, consulting tools, and performance measurement system, reducing implementation time for clients by 67%
- Managed region-wide measurement and monitoring system that tracks aggregate impact of the project's consulting services in terms of sales and productivity

MBA Enterprise Corps / Pyxera Global (Link)

Business Technical Advisor

Jul 03 – Oct 04

Almaty, Kazakhstan

- Supervised and provided business advisory services to a team of five local Business Consultants, two Finance Consulting Specialists and two Marketing Consulting Specialists
- Achieved an average client portfolio annualized sales increase of over 130% and productivity increase of over 100% (through October 2004)
- Initiated professional development tools and trainings for Business Consultants and Specialists to improve business skills and consulting effectiveness, resulting in the largest client portfolio of the five Central Asia Republics (portfolio of 265 clients through October 2004)
- Managed and participated in the creation of business development tools used to analyze, improve and monitor the business stability of individual SMEs, including a computer-based strategic business plan model, an electronic financial analysis and monitoring tool, and numerous staff trainings
- Provided advisory services to a staffed Association Development Consultant working with local associations to develop strategic action plans to improve advocacy effectiveness
- Planned, opened, and staffed a new development and training office in Astana, Kazakhstan
- Developed Central Asian-wide measurement and monitoring system based on client financial information to report the aggregate impact of the project's consulting services in terms of sales and productivity.

PREVIOUS EXPERIENCE (CONTINUED)

- East of the River Community Development Corporation
Community Business Manager Jun 02 – Jul 03
Washington, DC, USA
- Performed due diligence, created project specifications and general scope and negotiated contracts for a 25-unit single-family housing project utilizing system-built homes
 - Produced site schematic, helping to maximize site usage while remaining within planning regulations
 - Generated finance proposal for lending institution to secure \$2.5M in grants and low-cost loans
 - ERCDC was closed in 2005 after the unfortunate death of the organization's leader ([Link](#))

- Standard Pacific Homes / UDC Homes
Director of Purchasing Dec 98 – Aug 01
Scottsdale, AZ, USA
- Oversaw all raw and finish material purchases for construction of new homes, which accounted for over 55% of total company expenditures at approximately US\$125M
 - Developed operational process improvements, increasing department capacity from an operating level of 370 new home closings in 1998 to 1,100 in 2001 with no increase in staff
 - Implemented construction process improvements and product reengineering, and partnered with contractors to reduce total production costs 5%
 - Formulated budgets and feasibility analysis for potential property purchases through competition and market analysis and presented feedback to senior management for financial planning purposes
 - Recovered approximately \$250,000 in concessions per year by negotiating builder/supplier incentive programs
 - Helped analyze and adapt legal contract documents to reduce conflicts and litigation vulnerability
 - Directed and led purchasing department through two complex company acquisitions and reorganizations (UDC Homes in 1998 and Shea Homes in 1999)
 - Also held positions as a new home sales agent and software administrator

ADDITIONAL SKILLS AND ACTIVITIES

- Activities: SCRA South Carolina Incubators Association; Vice Chair
City of Myrtle Beach; Technology Advisory Group
Myrtle Beach Chamber of Commerce; Business Development Committee
Each One Teach One Entrepreneurship Institute; Board Member
Burgess Elementary School; School Improvement Council
- Skills: Innovation Engineering, Blue Belt Certified and Instructor
Coastal Carolina University, Effective Teaching Institute Certificate
Agile/Scrum Project Management Training
- Writing: *Inc.com* (column), Columnist
Entrepreneur.com (column), Columnist
One Million Frogs (book); Author
- Languages: English-Native / Russian-Conversational / Spanish-Novice
- Interests: Fitness, running, scuba diving, homebrewing, writing, photography