

## **Our Director of Operations**

As Director of Operations for NPC Creative Services, Mitch Roop oversees the agency's financial and administrative operations, as well as new business development.

A management consultant with two decades of executive experience, Mitch also specializes in operations analysis and research; formulating and developing strategic plans that support business growth, business continuity, organizational development, as well as organizational structure.

A successful entrepreneur, Mitch consults with entities in a wide range of businesses including food service and restaurants, creative services, consumer, communications and technology concerning audit, financial and tax matters, distribution, e-fulfillment and technology. He considers a seamless and transparent audit trail with well-designed internal controls the most cost-effective process for enhancing financial operations, investor confidence and true tangible value.

A veteran of the United States Army, Mitch holds Masters' degrees in Information Technology and Eastern Religion, Philosophy & Culture, holds Bachelors' degrees in Philosophy, with a discipline in Logic, and Accounting. Additional credentials include the completion of the Executive Leadership program at the University of Florida Leadership Development Institute.

Locally and regionally, Mitch is an alumnus of Leadership Tampa and Leadership Tampa Bay. He completed the inaugural Tampa Bay Technology Forum Entrepreneurial Boot Camp and is a member of the group's Emerging Companies Committee, mentoring startup companies seeking investment capital. A member of the Institute of Management Accountants, Mitch serves as the Communications Chair of the Tampa Chapter and the IMA's Small Business Financial and Regulatory Affairs Committee. He is also a member of the Tampa Bay chapter of the Institute of Internal Auditors and the Association of Certified Fraud Examiners.

Mitch is very active in the community. He frequently counsels regarding technology issues and provides software training at the MacDonald Training Center Foundation Inc., and is a member of the Thorn Auxiliary of the Krewe of Agustina de Aragon, as well as the University of Florida President's Council and Gator Boosters.