

LEAH RUELAS

Executive Operations & Governance Leader

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EXECUTIVE PROFILE

Executive operations leader with 18 years of progressive experience in multimillion-dollar financial oversight, capital construction, procurement, regulatory compliance, emergency management, and constituent relations. Directs 24/7 operations for an approximately 325-acre, 850-home Naples community with \$6 million in annual budgets, advising a nine-member elected governing Board accountable to approximately 850 member-owners and leading a 38-person blended workforce. Bilingual in English and Spanish; recognized for mastering complex environments quickly and translating technical information into responsible action.

LEADERSHIP SCOPE

850 HOMES + 8 RENTAL ASSETS | 9-MEMBER ELECTED GOVERNING BOARD | 14 COMMITTEES

APPROX. \$6M BUDGETS | 9 EMPLOYEES | 29 CONTRACT PERSONNEL | 24/7 OPERATIONS

CORE EXPERTISE

Strategic Planning & Organizational Improvement | Budget & Financial Administration | Capital Construction & Improvement Planning | Procurement & Contracts | Governing-Body Support | Utilities, Stormwater & Infrastructure | Regulatory Compliance & Risk Management | Stakeholder & Constituent Relations | Human Resources & Staff Leadership | Emergency Management

PROFESSIONAL EXPERIENCE

Town Manager | KW Property Management & Consulting

2019-Present | Naples, Florida | Current assignment: Village Walk of Naples

Executive Leadership, Governance & Organizational Operations

- Direct 24/7 operations, real estate and lease administration, and asset stewardship for a 30+ year-old, approximately 325-acre organization encompassing 850 homes, four commercial leases, four residential leases, 83 acres of lakes, more than 35 miles of irrigation infrastructure, roads, drainage systems, buildings, recreational facilities, and controlled-access operations.
- Advise a nine-member elected Board representing approximately 850 member-owners; coordinate 14 committees and working groups spanning finance, compliance, infrastructure, amenities, community safety, restaurant operations, pools, and resident-led maintenance.
- Lead a nine-person onsite employee team through an Assistant Manager and Chief Engineer, with responsibility for hiring, performance evaluation, coaching, discipline, organizational structure, and termination; provide day-to-day performance oversight for 29 regularly deployed contract personnel.
- Develop executive analyses, agenda recommendations, policy alternatives, standard operating procedures, implementation plans, and decision-support materials for governing leadership.
- Translate approved policy and governing-body direction into coordinated execution across employees, committees, legal counsel, engineers, architects, auditors, insurers, consultants, contractors, and other stakeholders.
- Serve as senior escalation point for complex operational, financial, property, service, personnel, contractor, and stakeholder matters requiring sound judgment, cross-functional coordination, and defensible resolution.

Financial Management, Procurement & Contract Administration

- Manage approximately \$6 million in annual operating and reserve budgets, including budget development and administration, forecasting, variance analysis, cash-flow considerations, reserve funding, invoice controls, financial reporting, and long-range planning.
- Develop financial and operational recommendations for governing leadership by evaluating competing priorities, risk exposure, lifecycle costs, reserve implications, funding alternatives, and organizational needs.
- Designed and implemented a structured procurement process using detailed scopes of work, RFP/RFQ requirements, bidder qualifications, bid normalization, KPI-based comparison tools, due diligence, technical review, and total-cost analysis.
- Oversee more than 25 active vendor, professional-service, utility, and operating relationships represented by 50+ contracts and amendments, monitoring scope, renewals, pricing, performance, insurance, compliance, and financial exposure.

- Negotiate contracts, scope modifications, service levels, pricing structures, and vendor accountability measures while coordinating legal, technical, operational, and financial review.
- Achieved more than \$600,000 in annualized savings and cost avoidance through competitive procurement, contract restructuring, scope analysis, resource allocation, and negotiation.

Capital Infrastructure, Resiliency & Service Delivery

- Lead condition assessment and capital-renewal planning for a 30+ year infrastructure portfolio, advancing initiatives from problem identification through engineering, code and permitting review, procurement, funding analysis, governing-body authorization, implementation, inspection, and closeout.
- Direct a multi-phase lake-bank stabilization program addressing shoreline erosion, drainage, grading, environmental restoration, contractor milestones, quality control, funding, and long-term asset protection.
- Coordinate modernization planning for more than 35 miles of irrigation infrastructure, including engineering design, analysis of 21 pumps and controls, mapping of more than 800 valves, phased construction planning, and bidder qualification.
- Oversee stormwater and drainage investigations, utility infrastructure, recreational assets, lighting and fencing assessments, pools and geothermal systems, approximately 6,600 mature trees, life-safety systems, buildings, and controlled-access infrastructure.
- Coordinate engineers, architects, contractors, legal counsel, insurers, vendors, employees, and governing leadership when complex projects cross organizational or technical disciplines.
- Lead emergency management, hurricane readiness, continuity planning, facility decisions, post-event operations, stakeholder communications, contractor deployment, documentation, and restoration of essential services.

Selected Projects & Results

- Led a \$3.5 million reroofing initiative across 75 buildings and helped structure a 10-year financing approach balancing affordability, organizational risk, and long-term asset protection.
- Advanced a major utilities modernization initiative encompassing more than 35 miles of irrigation infrastructure, 21 pumps and controls, and more than 800 valves through engineering design, phased implementation planning, procurement, and bidder qualification.
- Directed a \$3 million lake-bank stabilization program addressing shoreline erosion, drainage, grading, environmental considerations, contractor performance, quality control, and long-term infrastructure protection.
- Led safety response and capital planning for aging recreational infrastructure following fencing and lighting failures, coordinating architectural and engineering review, code and wind-load requirements, vendor analysis, risk considerations, and replacement strategies for six Har-Tru tennis courts.
- Led an organization-wide technology and change-management initiative affecting 858 residential and commercial units, managing vendor selection, contract negotiation, infrastructure coordination, implementation, service continuity, communications, and end-user adoption.
- Developed project tracking, procurement, reporting, operational review, and decision-support systems that improved leadership visibility and accountability across multiple concurrent initiatives.

Compliance, Risk & Communications

- Interpret and apply governing documents, Florida statutes, administrative requirements, contractual requirements, organizational policies, and due-process standards across compliance, hearings, enforcement, procurement, and governing-body action.
- Oversee organizational risk and insurance matters across property, liability, wind, flood, umbrella, directors and officers, crime, cyber, workers compensation, and specialized coverages.
- Coordinate legal and technical review of complex matters and communicate defensible recommendations and outcomes to governing leadership, employees, contractors, and stakeholders.
- Translate technical, financial, regulatory, and operational information into concise executive recommendations, presentations, policies, SOPs, emergency communications, stakeholder updates, and reporting tools.

PROGRESSIVE OPERATIONS LEADERSHIP

Promoted through increasingly complex KW Property Management & Consulting assignments serving large residential organizations and luxury high-rise properties, including Village Walk of Naples, Summit Place, Admiralty Point, and Paseo. Earlier assignments included a 410-home organization and a 94-unit luxury high-rise, building broad experience in multimillion-dollar budgeting, statutory governance, capital projects, vendor portfolios, stakeholder relations, life-safety compliance, and governing-board support.

EARLIER LEADERSHIP EXPERIENCE

Executive Administrator & Dispatch Coordinator | Culligan Water / D.T. Water, Inc.

2016-2019 | Fort Myers, Florida

- Coordinated field-service dispatch, route efficiency, customer service, accounts receivable, collections, sales support, accounting coverage, and cross-department workflows.
- Maintained working knowledge across core departments to train employees, cover operational gaps, improve procedures, and support development of the employee handbook.
- Translated the employee handbook into Spanish and developed video-based software training that created reusable onboarding and employee-development resources.

Operations Manager | Molly Maid

2014-2016 | Fort Myers, Florida

- Directed 10 two-person field teams, including routing, scheduling, recruiting, onboarding, performance management, quality inspections, customer resolution, and daily service delivery.
- Maintained monthly customer retention of 70% or higher while supporting sales, estimates, account recovery, P&L review, financial reporting, and regulatory filings.

Co-Owner / Production Manager | GM Family Antique Restoration & Conservation, Inc.

2008-2014 | Englewood, Florida

- Managed production schedules, client estimates, quality control, inventory, project profitability, invoicing, collections, QuickBooks, sales tax reporting, marketing, and business filings.
- Represented the company through educational courses, trade events, radio, television, and community outreach while maintaining exacting conservation and client-service standards.

EDUCATION & CREDENTIALS

Bachelor of General Studies - Expected Spring 2027 | University of South Florida | Degree requirements substantially completed; one course remaining.

Associate in Arts | State College of Florida

Licensed Community Association Manager (CAM #53188) | State of Florida | 2019-Present

Florida Notary Public

RECOGNITION

Manager of the Year, 2025 - KW Property Management & Consulting | Employee of the Month, 2020 - KW Property Management & Consulting | Employee of the Year, 2018 - Culligan Water | Employee of the Year, 2014 - Molly Maid

ADDITIONAL QUALIFICATIONS

Bilingual: English and Spanish | Advanced Microsoft Office and presentation tools | Financial reporting and analysis | CRM, communications, workflow, and operational management systems