

JON RUFF

DIRECTOR OF OPERATIONS RESIDENTIAL CONSTRUCTION & TECHNOLOGY

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PROFESSIONAL SUMMARY

Operations and construction leader with 20+ years of experience in residential and luxury custom homebuilding, currently directing pricing and operational strategy for a \$34–51M active portfolio of 17 custom homes (\$2–3M each). Serve as the central cross-functional leader across Accounting, Sales, Marketing, Design, and Construction, ensuring alignment between financial targets, design intent, and build execution. Known for identifying operational bottlenecks and implementing scalable process improvements, including the development of a custom estimation system now used as the company's live pricing engine. Bring disciplined budget control, systems-driven optimization, and consistent delivery of multimillion-dollar projects with high quality and client satisfaction.

CORE COMPETENCIES

- Operational Strategy & Process Transformation
- Multi-Project Portfolio Management (\$34–51M)
- Real-Time Cost Estimating & Pricing Strategy
- Custom Software & Data Platform Development
- Cross-Functional Team Leadership
- Budgeting, Forecasting & P&L Control
- Vendor & Trade Partner Management
- Construction Lifecycle & Asset Management

CAREER HIGHLIGHTS

- **Pricing Transformation:** Transformed estimating process twice—first with Excel/Access tools (4–6 weeks to real-time), then replaced with a custom web application now in daily production use as the company's live pricing module.
- **\$34–51M Active Portfolio:** Manage pricing and operational coordination across 17 luxury custom homes with simultaneous alignment across five departments.
- **Constructed 63 Concurrent Homes:** Led full-cycle construction of up to 63 concurrent builds; achieved company-record 28 closings in a single quarter while maintaining top-tier customer satisfaction.
- **Custom Technology:** Independently designed and deployed production applications solving business problems in estimation, document generation, inventory, and finance.
- **\$52M Asset Stewardship:** Oversaw operations and maintenance of 269-unit midrise multifamily property—led final construction, lease-up, and occupancy retention.
- **Operational Scaling:** Grew community production from 12 homes in 3 years to 52 homes in one year across four communities.

PROFESSIONAL EXPERIENCE

Head of Estimating & Purchasing

Alan Simonini Homes – Charlotte, NC | Jan 2020 – Present

Promoted from Purchasing Manager & Estimator (Jan 2020) to Head of Estimating & Purchasing (June 2021)

Lead estimating, pricing strategy, purchasing, and cost management for a luxury custom homebuilder. Manage \$34–51M portfolio of 17 active homes while serving as the operational bridge across Accounting, Sales, Marketing, Design, and Construction.

- Accountable for pricing accuracy, margin integrity, and cost structure alignment across all active custom and neighborhood projects.
- Direct end-to-end pricing workflows and cross-functional coordination for high-value residential projects, ensuring consistent application of pricing standards, cost controls, and commercial discipline.
- Conceived, designed, and implemented a custom real-time estimation and takeoff platform, initially in Excel/Access and later transitioned to a production web application, reducing pricing cycle times from 4–6 weeks to real-time.
- Supported high-end renovation and insurance-loss projects up to \$3.7M, providing scoping, pricing strategy, negotiation support, and contract guidance under complex conditions.
- Established and maintained vendor and trade partner pricing structures, contracts, and cost code standards to support consistent estimating and long-term cost control.
- Defined and monitored KPIs for estimating accuracy, procurement efficiency, and pricing performance to support executive decision-making and strategic planning.
- Led, mentored, and developed estimating and purchasing team members, setting priorities, allocating workloads, and reinforcing disciplined, repeatable processes.
- Resolved complex cost, scope, and procurement issues with clients, consultants, suppliers, and internal stakeholders, safeguarding financial and contractual positions.

Purchasing Estimator

Lennar – Charlotte, NC | Mar 2018 – Jan 2020

- Produced detailed cost estimates for 43 new home plans (2,500+ components each, 100+ cost codes) to support accurate purchasing and budgeting decisions.
- Developed and assigned item numbers with negotiated unit pricing across a wide network of trade partners, ensuring alignment with contract terms.
- Validated and resolved budget inquiries from field teams and trade partners by clarifying scope, quantities, and pricing to maintain cost control.
- Analyzed project drawings, specifications, and RFQs to determine material requirements and quantity takeoffs.

Construction Manager

Lennar – Charlotte, NC | Aug 2014 – Dec 2017

- Led full-cycle construction of up to 63 concurrent single-family and townhome projects—achieved company-record 28 closings in a single quarter.
- Maintained exceptional customer satisfaction ratings through proactive communication and coordination with sales and inspections teams.
- Monitored trade partner SLA compliance, schedule adherence, and budget control across large-scale developments.

Maintenance & Operations Supervisor

Riverstone Residential – Charlotte, NC | Nov 2009 – Aug 2014

- Directed all operations and maintenance for a 269-unit, \$52 million midrise multifamily asset.
- Managed final construction phases, new lease-up, occupancy retention, and preventative maintenance programs.
- Oversaw roofing, HVAC, electrical, plumbing, elevators, pools, generators, and life-safety systems within strict budgets.

EARLIER EXPERIENCE

Construction Manager – **Trustway Homes**, Mint Hill, NC | 2003–2007

- Scaled production from 12 homes in 3 years to 52 homes in one year across four communities in three counties.

Owner/Operator – **Ruff Enterprises, Inc.**, Gastonia, NC | 1998–2003 & 2007–2009

- Led residential construction and remodeling projects with full P&L responsibility, from client acquisition through warranty.

TECHNOLOGY PORTFOLIO

Independently designed, developed, and deployed production-grade web applications to solve real operational challenges. All run on Docker-orchestrated infrastructure with CI/CD pipelines and production security standards.

Ruff Estimate Management System — Live real-time pricing module used daily by Sales, Construction & Estimating

- SQFT-based pricing matrix with margin gross-up; modular service layer, REST API, CRM integration
- Python, Flask, PostgreSQL, Redis, Celery, Docker

Ruff Docs Platform — Automated document generation for marketing collateral & construction docs

- Dual-engine PDF architecture; rich-text editor for non-technical users
- Python, Flask, Jinja2, WeasyPrint, Quill.js

Gift3D & Jazzy's Vending — Inventory, sales reconciliation & vending operations suite

- Multi-channel sync (Shopify, Mall-Central, physical machines); automated QR label generation
- Python, FastAPI, React, PostgreSQL, Docker Compose

Money Finance Tracker — Automated reconciliation & transaction classification

- SHA256 deduplication; recurring transaction detection; Sprint Dashboard for ownership triage
- Python, FastAPI, React, PostgreSQL, Redis

Infrastructure & DevOps — Multi-application hosting & deployment

- Docker Compose orchestration, Nginx reverse proxy, GitHub Actions CI/CD, self-hosted runners

TECHNICAL SKILLS

Technology & Systems

Python, SQL, JavaScript, PostgreSQL, Docker, REST API Architecture

Construction Systems

Advanced Excel (VBA, Power Query, Pivot Tables), JD Edwards, Salesforce

Infrastructure

Docker Compose, Nginx, GitHub Actions CI/CD, Linux VPS

EDUCATION & PROFESSIONAL DEVELOPMENT

Construction Management Certifications – Columbia University, 2019

Construction Management | Cost Estimating & Cost Control | Project Management | Scheduling | Finance

Data & Technical Certifications – Udemy, 2020–2025

SQL & Data Analysis | Relational Database Design | Advanced MS Excel (Power Query, VBA, Dashboards) | MS Access | MS Project

Gaston College – Gastonia, NC

Additional Certifications

North Carolina Notary License | OSHA 10-Hour | CAMT | Universal EPA (CPO) | Certified Pool Operator