

TITLE Senior Director of APC Operations & Financial Benchmarking

ABOUT Edward Wynne joined BSM in 2008 and is located in Incline Village, Nev.
Prior to joining BSM, he worked in public accounting and as an analyst in the homebuilding industry, acquiring a well-rounded experience in accounting, taxation, and finance.



AREAS OF EXPERTISE In his current role, Mr. Wynne manages an operational team that provides training, administrative, and content development support to a team of field-based medical aesthetic practice consultants (APCs). His primary responsibilities include:

- ✓ Training and development
- ✓ Managing projects
- ✓ Providing financial benchmarking
- ✓ Executing feasibility analysis
- ✓ Overseeing database management

ACHIEVEMENTS & CREDENTIALS

- ✓ Member of the Operational Leadership Team, which is responsible for internal BSM teams, operations, and functions, including customer tools and resources, support for consultants and clients, and oversight of online programs
- ✓ Oversees and assists with the development of numerous practice management tools and resources
- ✓ Organizes and facilitates in-person and virtual training curriculums and meetings

EDUCATION Bachelor of Science in Business Administration, with a concentration in Accounting, University of Nevada, Reno

DID YOU KNOW? Edward enjoys being the “Husband and Father of the Year” to his wife and three kids, as well as running, hiking, or finding other ways to stay active.