

1st • PREMIUM

**Franchise Expert. Business Developer. Entrepreneur Coach. Above all: The Problem Solver.**

New York, New York | Management Consulting

Current **Happy Tax**Previous **Liberty Tax Service, NYCAffordableLiving.com, RE/MAX Results - Bronx Real Estate**[Send a message](#)**500+**  
connections**Posts**

Published by Mario

**10,173**  
followers**Let's Solve Hunger in the U.S. (here's how)**  
March 8, 2015**Why I'm going to be #1**  
August 8, 2014**Background****Summary****THE BACK-STORY:**

To summarize my life in a single phrase, it would be: transforming obstacles into opportunities. Before becoming a successful CEO of several award-winning and profitable companies, I started just like everyone else -- at the bottom. Never a stranger to hard work, I toiled as a NYC garbage man, with no college degree, hustling to pay the bills. After losing many loved ones in series of tragic events, I took stock of my life and future. Young and determined, I took the first steps.

**THE DEVELOPMENT:**

At 22, I opened a pizzeria. Through sweat, blood and tears, I learned what it took to run my own business. Fast forward 16 years: I am very happy and just sold my ownership interest in a chain of tax franchises. The journey to this point has been long and winding, with successful businesses in multiple industries. Each endeavor was an opportunity to learn, evolve, inspire and lead, and to forge meaningful, long-lasting partnerships and friendships.

- **The Hustle:** My first foray into the tax business was at SmartServ. I started part-time (I was a full-time garbage man), but quickly grew my staff, crushed targets, and exceeded industry expectations.
- **A Client's Words, Not Mine:** One of my clients called me "The Problem Solver." The name stuck ever since.
- **Your Success is My Success:** Throughout my career, I've coached partners to effectively navigate challenging business circumstances and achieve their goals.
- **Energetic & Innovative:** I'm helping others launch new businesses based on my experience with a unique combination of both customer service savvy and serious tax business knowledge chops.

**THE FUTURE:**

In 2015, I launched an exciting tax franchise business: Happy Tax Service. My partners and I collectively bring 35 years entrepreneurial experience to the table. Our innovative and patent pending business model offers a compelling combination of exceptional customer experiences and immaculate tax expertise.



Happy Tax® Announces the Biggest Shake...

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## Experience

### CEO

Happy Tax



December 2014 – Present (5 months) | Miami Beach, FL

Happy Tax is an affordable, high value and low risk national income tax preparation franchise for independent people starting out in business. Unlike the others in the industry, there is truly no need to have tax experience as Happy Tax's Certified Public Accountants review and sign all tax returns which are prepared at Happy Tax's central tax preparation facility. Franchisees only handle sales, marketing and providing exceptional customer experiences using Happy's patent pending technology, tools, training, support and resources. No store front location or overhead needed for first year franchisees. Happy Tax safely gives budding entrepreneurs the ability to earn extra money and build equity without quitting their job. Curious about what it takes to become a franchisee? Please email [mario@happytax.com](mailto:mario@happytax.com).

- 1 recommendation



**Dawid (Dah-veed) Wiacek**

Training x Communication x Creativity x Technology

Mario exudes a rare but remarkable mixture of humility and confidence. I recently worked on a project with him and was impressed by his multifaceted career trajectory, his positive attitude, and his bias for action. He is not only pleasant but also... View ↓



Happy Tax® Intro

### Area Developer ~ New York

Liberty Tax Service



April 2010 – December 2014 (4 years 9 months)

After my first and very successful tax season with Liberty Tax Service, I began to develop franchises throughout Manhattan, growing it from 3 offices to 21 in 3 short years, and increased the revenue over 700%. Through a combination of direct marketing, public relations, events and comprehensive coaching of franchisees, I continued the development in Westchester, Putnam and Dutchess counties, where I doubled the number of offices in the first year alone. With every year I opened up a handful of offices and grew revenue an astounding 40%-80% or more each year. Reinvigorated struggling offices, recaptured lost clients and generated record levels of profits, despite challenging economic environments.

↳ 5 honors and awards

- 32 recommendations, including:



**K.R. Uregar**

Entrepreneur with a strong background...

Mario is a true problem-solver. Non-stop go for the gusto kind of person. He is someone who when he says he is going to do... View ↓



**Anthony Focca**

President of Platinum Mortgage

Top producing member of the Liberty Tax Team. Amazing Area Developer as well as a top Franchisee View ↓

30 more recommendations ↓

### Multi-Unit Franchisee

Liberty Tax Service



December 2009 – December 2014 (5 years 1 month)

Number one ranked franchisee in the country for Liberty Tax Single Unit Operators in Fiscal Year 2009 Franchisee Rankings.

Successfully built up an ownership interest in 99 tax offices nationwide in my career prior to a very satisfactory exit in 2014.

- 2 recommendations



**Kimberly Pierce MBA**

Owner, Liberty Tax Service (Zeena the ...)

Mario is highly accomplished and always willing to help another business person improve the business. He is a river of good... View ↓



**Martha O'Gorman**

Chief Marketing Officer at Liberty Tax Se...

Mario is one of the super achievers at Liberty Tax Service. He is committed to the success of his business as an Area... View ↓

### Real Estate Developer

NYCAffordableLiving.com

September 2006 – November 2014 (8 years 3 months)



### People Similar to Mario



**Julie Shane** 3rd

Founder, President & CEO of Causes Intern...  
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