

## Profile

An executive (CEO) with a strong entrepreneurial sense and a successful record of eight years P&L responsibility, building on 19 years previous experience as a Marketing and Sales professional. An effective leader that coached teams of professionals to accomplish sales, operational efficiency and profitability objectives. Successfully developed all elements of a strategic plan. Knowledgeable in developing effective performance metrics. Experienced director in closely held companies. Skilled in developing effective relationships with key constituents. Proven ability to recruit and select successful people. Personable, energetic and confident.

## Experience

**The Renewal Group, LLC.** – Denmark, Wisconsin

04/05 - Present

A multi-member consulting firm dedicated to enhancing the financial value, culture and market position of closely held companies facing organizational, ownership or significant market transition.

### President/Partner

Directed the start-up and growth of the organization dedicated to providing strategies, processes and business practices for numerous clients between \$5 million and \$200 million in annual revenues.

**Appleton International, Inc.** – Kimberly, Wisconsin

02/01 - 02/05

A mid-sized manufacturer of paper machine components serving the paper and converting industries throughout North and South America.

### CEO/Partner

Reporting to the Chairman. Responsible for directing all operations of this capital goods and consumables supplier. Equity partner and director. Improved financial trends and successfully positioned the company to be acquired by an international supplier to industry.

- Formed an equity partnership and recruited new management team.
- Implemented new strategic and annual business planning process. Negotiated favorable credit facility.
- Launched new capital goods product line, reduced headcount and implemented lean process.
- Successfully repositioned the company in significant industry downturn.
- Grew sales revenues 9.5% in 2003 and 15.8% in 2004 with 40% gross profit in core products.
- Doubled sales-per-employee ratio in last 2 years prior to acquisition.
- Successfully managed ownership transition while increasing shareholder value.

**American Finishing Resources, Inc.** – Chilton, Wisconsin

06/97 - 02/01

A provider of industrial coating line services and products serving major manufacturers.

### President/COO

Reporting to the Board of Directors. Responsible for all operational aspects of mid-sized manufacturer with direct P&L responsibility. Leads executive team and active with all major customers including several Fortune 500 companies. Managed 3 facilities.

- Negotiated credit facility and IRB to finance business expansion.
- Increased sales and operating income 61% and 43% between FY 1998 - FY 2001.
- Developed annual business plan process, long-range strategic planning and new positioning strategy.
- Re-engineered operations, increased efficiencies 120% and implemented company-wide key metrics.
- Recruited and developed new management team. Created an incentive-based compensation system.
- Implemented "greenfield" facility expansion plan with two new facilities in 2000 and 2001.
- Transitioned family-operated business to "outside" management process.
- Developed acquisition strategy and completed purchase of two companies increasing revenues.

**Shade/Allied, Inc.** – Green Bay, Wisconsin 07/78 - 05/97

An office supplies manufacturer with annual revenues of \$140 million and 385 employees. Acquired by AMPAD (American Pad and Paper), Dallas, Texas in October 1996.

Vice President, Marketing

12/95 - 05/97

Reporting to the Executive Vice President, Sales and Marketing. Responsible for growing revenues and developing new channels in the office supplies market in a highly competitive environment.

- Performed a key role in selling the company to an industry consolidator (American Pad and Paper).
- Co-developed corporate business plan and new products strategy resulting in \$5 million in revenue.
- Directed corporate-wide marketing and managed annual \$8 million government sales channel.

Director, Marketing

05/92 - 12/95

Reporting to the Vice President, Marketing. Responsible for leading a team of 25 professionals engaged in marketing, sales, pricing and customer service.

- Launched several new products resulting in \$13 million annual sales.
- Performed a key operational role in implementing the acquisition of SCM Allied.
- Implemented "Miller Heiman" Strategic Selling, improving ability to market to the Fortune 1000.

Marketing Manager/Director Sales Channel

12/87 - 05/92

Product Manager

10/84 - 12/87

Marketing Communications Manager

10/81 - 10/84

Sales Representative (Rochester, New York)

07/78 - 10/81

## ● ● Education ● ● ● ● ●

**University of Wisconsin - Green Bay** – Green Bay, Wisconsin

09/74 - 05/78

B.A. – Major, Communications; Minor, Managerial Systems

## ● ● Professional Development ● ● ● ● ●

Founder, The Renewal Group – Strategies for Organizations in Transition

2005 - Present

Member and currently chairman for TEC International (TEC 17)

1997 - Present

Graduate, Leadership Green Bay, Green Bay Chamber of Commerce

1989

## ● ● Board Positions ● ● ● ● ●

Green Bay Community Foundation, Grants Committee

2007 - Present

SAS, Inc. – Luxemburg, Wisconsin (Director and Chairman)

2006 - Present

Cornerstone Business Services, Inc – Green Bay, Wisconsin

2005 - Present

Brian LaViolette Scholarship Foundation

2005 - Present

Great Lakes Calcium Corporation – Green Bay, Wisconsin

2004 - Present

Furlong Industrial Systems – Germantown, Wisconsin

2000 - Present

Chancellor's Council of Trustees – UWGB

2000 - Present

Former experience on three for profit and three non for profit boards

## ● ● Personal ● ● ● ● ●

Married, 28 years. Two children. Excellent health.