

## Areas of Expertise



**Revenue | Earnings  
Acceleration**

**Vision | Planning  
Goal Assignment**

**Operational Performance  
Improvements**

### Industries

Manufacturing, Construction, Food Processing, Agribusiness, Retail, Consumer, Distribution, Environmental and Business Services.

### Positions Held

Managing Director, Nimble Leader

Founder and Principal, Flywheel LLC

Gazelles International Coach to CEOs and leadership teams passionate about growth and learning

Chief Operating Officer – Joe Jurgielewicz & Son

Chief Operating Officer – Ethosource LLC

Vice President Operations- The Bachman Company

Vice President Marketing – The Bachman Company

Owner and GM -Atlantic Pride Corporation

### Education / Certification

M.B.A., Florida Atlantic University, Phi Kappa Phi Honor Society

B.,A., Dickinson College, Policy & Management Studies, Economics Double Major

### Gazelles/Scaling Up Growth Coach

- Certified in Scaling Up and Rockefeller Habits Methodologies developed by Verne Harnish.
- Passion for building strong, healthy cultures and great places to work.
- Experience driving peak performance and sustainable growth through employee engagement, alignment and accountability.

## Personal Brand | Experiences and Successes

### Scale Up Coach – Aligning People with Performance

### Core Value: Accelerating growth in Mid-Market Companies

### Revenue | Earnings – Acceleration

- Established a professional sales and marketing organization resulting in double digit organic growth (>10%) in mature industry. Increased revenue from \$48 million to \$65 million (35% increase) in three years.
- Expanded product offering and channel sales to increase revenue per unit (+17%) and operating margin per unit (+38%) to record highs.
- Restructured Customer Service Department to improve order fulfillment rates from 83% to 99%+ and to reduce labor hours by 22%.
- Managed 2009 recession to profitability when industry shrunk by 30%. Handled challenging staff reductions and operational decisions and set stage for 63% revenue growth in 2010 and 23% revenue growth in 2011. Nearly doubled net income in each of these years.
- Outlined growth strategy focused on expanding beyond dealer channel toward targeting end users: grew end-user sales from 29% in 2009 to exceeding 50% in both 2010 and 2011. Led branding and marketing initiatives in multi-pronged strategy, including web, SEO, social media, and direct email campaigns.
- Formulated new channel pricing strategy and improved gross margin from 54% to 58% in office furniture company.

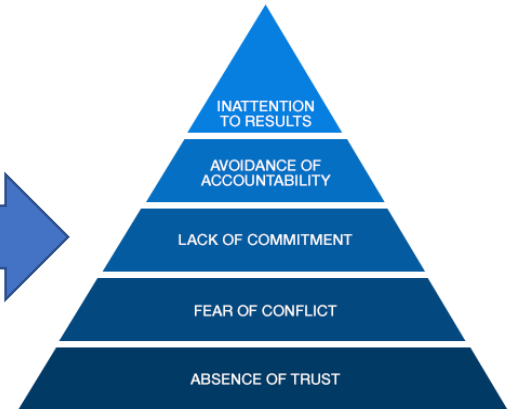
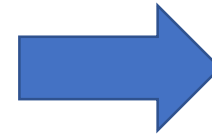
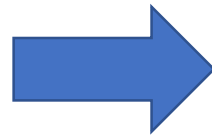
### Vision | Planning | Goal Alignment

- Led leadership team to develop formalized strategic plan, quarterly and annual growth initiatives, and core values.
- Established multiple financial and organizational systems (e.g., strategic planning, budgeting process, capital planning, performance management) to professionalize the organization. Drove a 4.4 point improvement in operating margin.
- Instituted Balanced Scorecard process and meeting rhythms to align strategy, execution and performance management across the organization.
- Implemented systems to reinforce alignment and accountability including company-wide incentive compensation plan, individual sales plans by representative, variance reporting, monthly staff meetings, work order and preventative maintenance system, safety program, attendance program and 401K.

### Operational Performance Improvements

- Scaled agribusiness company growth through capacity additions including new breeder farm (100,000 eggs per week capacity), expanded hatchery capacity (20%), and contract grower capacity by 25%. Increased plant throughput by 15%.
- Managed 20 million LBS baked and fried snack food production improving labor productivity by 4% and yields 2% while gaining AIB "superior" ratings in both union and non-union production facilities.
- Improved poultry feed conversion from 2.7 to 2.55/lbs. per duck while producing a 5%+ average daily weight gain. Established proprietary formula to create nutritional core competency impacting the company's economic and competitive advantage. Improved feed hedging capabilities. Cumulative feed improvements amounted to approximately \$1.3 million annually.
- Hired key talent and managed significant organizational chart changes to achieve objectives in several companies. Created cultures of engagement and accountability.

# People Decisions for Driving Growth

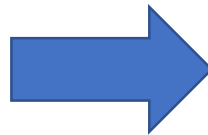


Do you have the right people in the right seats?

Are you attracting and retaining A Players?

Are you being held back by team dysfunctions?

**Core Values**  
**Core Purpose**  
**Culture**



Would your employees say you have a healthy culture?

Do you have a clearly differentiated strategy that communicates your vision and accountabilities to your team?