

Areas of Expertise



**Business Strategy,
Profit Maximization**

**Commercialization:
Marketing | Sales | Clinical**

Pricing Strategy

New Product Development | Launch

**Leadership – Tools for Profit™ and
Jump Start Strategy Alignment**

Industries

Medical Products, Specialty Chemicals, Paper Products, Commercial Food Processing, Retail Food Products, Industrial Automation, Earth Moving Equipment, Building Products, Financial Services

Positions Held

Founder, CEO, Nimble Leader

Transformative Leadership: dedicated to helping senior leaders establish the critical links between their people, their customers, and improved business performance

Co-Founder, Managing Principal, Precision Catalyst C-Suite Management Consulting Boutique

Vice President Marketing & Clinical – ArjoHuntleigh US; Division of Getinge Group; \$3.4B in Global Revenue

Vice President, Marketing & Sales – Namico Inc. Manufacturer of Specialty Chemicals

Worldwide New Product Development Leader - Scott Paper Company

Brand Manager – Quaker Oats Company

Senior Auditor – Arthur Andersen & Co.

Education / Certification

M.B.A., Kellogg School of Management, Northwestern University; Concentration: Marketing & Policy

B.B.A., magna cum laude, University of Notre Dame

Certified Public Accountant

Publications

- Creating Alignment, A Path to Business Performance and Profitability!
- Market Position, *Positioning* and Profitability!
- Tools for Profit™, A Powerful Framework for Increasing Operating Profit and Cash-flow
- The *Quiet* Price Increase!
- *Quick Attack* Sales Effectiveness!
- Nimble Leader - Six Volume eBook Series

Speaking Engagements

- DuPont TechCon – Subject: Business Essentials and the Tools for Profit™
- Senior Leadership Forums – Subject: Market Positioning and Strategic Alignment
- Various CEO and Senior Management Roundtables – Subject: Pricing and Profit Optimization

Personal Brand | Experiences and Successes

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Catalyst for C–Suite. Market Positioning | Pricing | Profit and Sales Growth

Core value: Unrelenting Focus. I galvanize cross-functional leaders to a common vision linked to specific and measurable improvements in business performance

Business Strategy | Profit Maximization:

- Repositioned \$350MM Medical Device Company to focus on improved clinical outcomes. Broadened clinical guarantees across all business streams: +60% reduction in care giver injuries, +20% reduction in DVT incidence, +30% reduction in pressure ulcer incidence; across both national and target markets.
- Led strategic repositioning of \$265MM personal hygiene business; year-to-year, achieved +69% profit increase, +14% revenue growth, +7% volume growth, while *concurrently* reducing product SKUs from 85 to 12.
- Led specialty chemicals management team through strategic change initiative, redirecting the business from private label to branded focus; achieved +85% year-to-year profit improvement in core markets.

Commercialization – Marketing | Sales | Clinical:

- Redesigned Med Device Company accountability structure for Marketing, Sales, and Clinical teams across all business platforms. Linked sales, marketing, and clinical leadership to joint accountability for business results. Launched four new product initiatives and two 'strategy pilots'; laying foundation for double digit growth.
- Led global personal care company effort to significantly reduce the complexity of selling multiple product lines across multiple end user segments. Developed customizable product bundling software introduced into the US, Pacific Rim, and key European markets.

Pricing Strategy | Implementation:

- Repositioned medical bed business for North American Med Device Company. Flagship offering – achieved 2.5X unit sales growth vs. prior year. Effective price realization +16% vs. prior year on a per unit basis.
- Led sales force of chemical products manufacturer to deliver +8% year-to-year price improvement on an average 4% "stated" list price increase.

New Product Development | Launch:

- Led international team tasked with worldwide market introduction of the company's highest potential new products. Fueled new product development pipeline with nineteen new product initiatives targeting North America, Europe, and Asia Pacific.
- Led global strategic alliance with manufacturer of patient mobilization products. Doubled size of customer-relevant product portfolio. Combined offering represented +10% favorable margin shift when compared to overall Med Device Company margin. Sales run rate trended 2X year-over-year.

Leadership – Tools for Profit™ and 'Jump Start' Strategy Alignment:

- Creator of the Tools for Profit™, an executive leadership intervention focused on helping senior leaders think, analyze, discuss, and act upon their business in ways that substantially improve Operating Profit and Cash-flow. Defined, orchestrated, facilitated, drove over 23 C-Suite 'boot camps'. Used extensively by middle market, mid-cap and large-cap companies. Example engagements:

Global medical devices company serving the Acute Care market segment. Delivered customized Tools for Profit™ strategy sessions to the top 140 business leaders including the Chairman & CEO, Senior Executive Committee, Unit Vice Presidents, Sales, and Operations leaders – both domestically and internationally.

Fortune 100 diversified manufacturing company. Delivered Tools for Profit™ capability to approximately 100 global research and development leaders. Featured at the company's international technical conference, linking new product innovation to top-line and bottom-line growth.

- Developed | Launched Jump Start – Strategy Alignment, a comprehensive executive management process that helps senior leaders substantially improve strategic focus, team alignment, and tactical success. Deployed with senior leadership teams of both middle market and Fortune 100 companies. Example engagements:
North American Med Device Company. Spearheaded double-digit growth plans; first US, then Canada. Board approved. North American strategy – rolled globally.

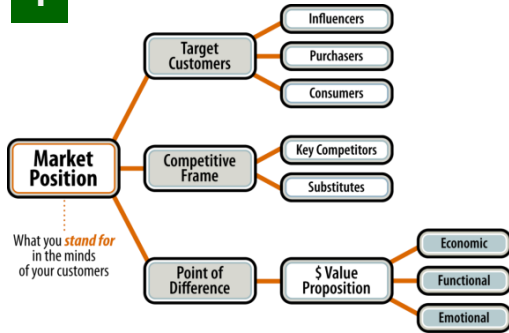
Fortune 100 diversified manufacturing company. Launched strategic realignment for Research and Development Group; linked leadership of multiple business units with development teams tasked with innovating new products in support of long-term growth objectives.

Nimble Leader – Published; Triumph Books

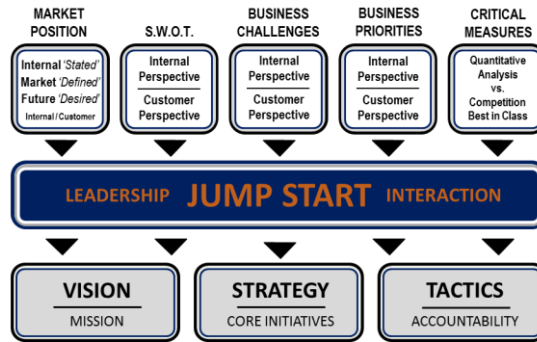
- Six Volume Book Series | Core Premise: Embed culture change; drive results!

Business Growth Framework . . .

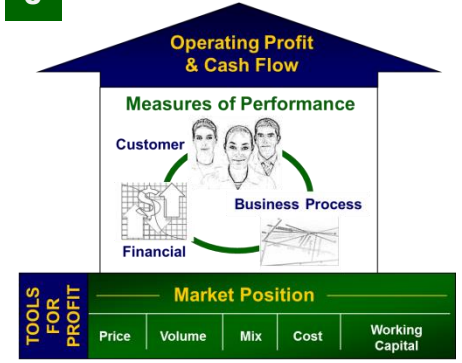
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