

### **Summary**

To utilize my diverse experience and knowledge as an operations executive to lead a manufacturing organization through the pains associated with introduction of products, entry into new markets or expansion of the organization.

### **Employment History**

#### **Dantex Graphics, Bradford, England; *July 2008 to present* Vice President North American Operations,**

Selected by the Managing Director, of the UK based equipment manufacturer, to direct all facets for the creation of Dantex Corporation as a U.S. company. In addition to the sale of equipment, the organization is responsible for securing long term contracts on consumable plate materials processed in the equipment.

- Experienced with strategic planning. Developed infrastructure of the new organization from a blank slate. Utilized corporate P&L expectations, budgets and sales forecasts, based on the long product sales cycle, to create 2 year and 5 year strategic plan. Established use of outsourcing agencies for accounting, banking, payroll, insurance and human resources to meet 2 year financial plan.
- Successfully negotiated with wide range of people and organizations. Negotiated contracts and relationships with all business partners from accounting services and legal counsel to equipment service technicians and sales personnel.
- Accomplished diverse responsibilities. Acted as liaison between material management personnel in the UK and logistics, customs brokerage and corporate inventory control in Aurora, Illinois. Assisted with creation of marketing information and set up equipment for demonstrations at tradeshow.
- Strong leadership characteristics. Provided direction, support, set expectations and leadership with direct employees and outsource agencies.
- Performed as a leader, team member and individually. Hired and supported sales team. Created, coordinated and executed sales plans for the six member team. Functioned as Sales Manager and had sales responsibilities for a Midwest territory.

#### **All Printing Resources, Inc. (APR), Glendale Heights, IL; *January 2006 to July 2008* Vice President Business Development**

The company offers a complex supply chain solution that includes distribution, manufacturers' representative agreements and technical services & training. The new position was created by the CEO to sell technically advanced products to upper management of current customers and not jeopardize traditional sales conducted at production level.

- Champion missions visualized by others. Took a concept established by the company CEO and created new revenue sources through the addition of technologically advanced products. Challenge was to add higher profit margin technical products and services not just replace lower margin business.
- Implemented a new corporate sales strategy. Developed relationships at all levels to sell products and services to upper level management. Communication with production, production management and purchasing up to senior executive management and ownership was a necessity. Learned procurement function, business frame work and office politics of customers' organization to meet their growth and profit objectives.
- Accountable for financial performance. Improved overall profit margin per customer not just increased sales of new products was imperative. Cost justification for the addition of a technical specialist was required. Specialist would be used to support and compliment Technical Representatives' efforts to increase sales and would reduce the sales cycle of new products.
- Capable of marketing products from commodity to high-tech. Penetrated current customers of commodity products with specialized high end technology products and services. Created pricing strategies, discounts and terms for new and existing products.
- Successful in direct sales. Sales contact point at senior level management and decision makers. Sales responsibilities included a Midwest and Plains states territory. Exceeded 2007 annual sales forecast of \$1.5MM by approximately 30%.

Flexographic Technical Association, Ronkonkoma, NY; *September 2002 to January 2006*

**Technical Director,**

The non-profit association required a change in operating philosophy as established by the Board of Directors. The position was directed by the association President with the challenge to replace the conducting of "Face to Face" training programs at the organization owned facility with products used by industry members at their production facilities.

- Balanced financial data and industry perception in making decisions. Made the decision to completely eliminate direct training and close the technical training facility. Saved the organization an estimated \$30K annually in elimination of one facility and consolidation of tasks to the association headquarters.
- Strong organizational skills. Facilitated the organization of new committees and restructuring of other committees. Managed research projects and drove all established technical programs. Coordinated the submission of articles, training programs, publications and other information for media to disseminate to members and industry. Developed relationships with organizations, associations and educational institutions to create and support curriculum. This enabled the transferring of financial responsibility and allowed reduction in staff; annual savings of \$80K was realized with the elimination of one full time and one part-time position.
- Capable of completing projects on time and within budget. Completed extensive project for the development of equipment operator certification. Multi-year project utilizing up to 100 people was picked up at the midpoint. Once completed met budget and delivery expectations.

All Printing Resources, Inc. (APR), Glendale Heights, IL; *January 1989 to September 2002*

**Director of eBusiness & Training, November 1999 to September 2002.**

Responsible for the development of a new department to transition training, from a value add service to a revenue generating department. All aspects of the company's Internet presence were the responsibility of this position including Internet based training and on-line ordering system.

- Successful team leader. Led team of direct employees and outside service providers that created the first on-line training program in the industry.
- Conducted operations of complex service related department. Had complete P&L responsibility for training and technical service department. Generated budget, expense and revenue projections for four-person department to go from "a cost of business" to a revenue-generating department.
- Improved company sales. Increased monthly website activity by 25% to over 4000 hits with the introduction of newsletters and direct marketing via email. Attracted new customers and increased revenue by \$20K per month.

**Marketing Director/Strategic Business Manager, January 1996 to November 1999.**

Reported directly to the CEO to act as liaison between the sales force and the eight supplier companies identified as 'strategic'. The mission was to optimize the focus of 14 Technical Representatives, 8 Customer Service Representatives and 2 Product Specialists.

- Responsible for standardizing vendor relationships. Initiated, structured, and negotiated business agreements with manufacturers for distribution and 'manufacturers representative' agreements.
- Led sales automation initiative. Implemented sales and customer service with system that included software and equipment to improve interoffice communication and customer support. Integrated remote sales offices and four warehouses with the corporate headquarters with 12 laptops, 10 desktop computers and the company's base server. Completed 6 month, \$100,000 project at 90% of budget.
- Managed varying responsibilities. Had complete financial responsibility for department. Duties included planning and implementing sales forecasts, development of sales objectives and strategies to maximize volume and profitability. Initiated separate forecasting for each manufacturers representative companies for equipment, accessories and capitol equipment sales.
- Reduced internal expenses. Developed sales tools and product information including brochures for both print and Internet applications by utilizing vendors' creative departments at no cost to the company. Established use of vendor reimbursement programs for advertising and marketing expenses when the vendors' products were highlighted.

All Printing Resources, Inc. (APR), *(continued)*

**Product Manager, June 1993 to January 1996.**

Directed all facets of sales and distribution in the US & Canada for the introduction of a product line that was an environmentally friendly alternative to traditional products. Concurrently was responsible for the sale and marketing of products to equipment manufacturers as the "OEM Products Manager".

- Responsible for product line introduction. Directed all aspects of new product release and product improvements; sales, marketing and R&D for product and processing equipment. Doubled annual sales over the previous year in each of the first four years reaching \$600K in sales at 30% margin.
- Capable of conducting multiple responsibilities. Organized and arranged all aspects for installation and set up of equipment, optimizing production and customer training. Acted as hands on technical specialist.
- Joined the Executive Management team. Added to the team consisting of the Controller, Sales Manager and CEO to provide guidance for long-term profitability.

**Technical Representative, January 1989 to March 1994.**

Responsible for the sale and marketing of supplies and equipment to the package printing industry. Offered over 10,000 products from 30 different suppliers in 15 different product categories.

- Produced high volume sales growth. Launched territory in Illinois and Missouri and in less than 4 years moved into the top three producing territories in the company. Contributed 25% annual growth in sales, and increase in gross profit from 19% to 20% at a time of decreasing price in the industry. Developed into \$500K territory in less than four years, 2 years ahead of schedule.
- Showed innovation in sales techniques. Organized group of co-suppliers to offer free seminars for customers. Introduced concept that educating customers will encourage them to do business with us.

Plasma Tech Systems Charlotte, NC; *March 1988 - November 1988*

**Plasma Equipment Specialist**

The company was the first attempt by World Wide Welding Co., Inc., to create a direct sales force and move away from wholesale distribution.

- Created a new sales and service facility. Introduced first remote office for nationally recognized company and oversaw all aspects of setting up a sales office and mobile demonstration facility in the Chicago area.
- Responsible for the introduction of new technology. Conducted all aspects for direct sales including prospecting, cold calling, quoting and demonstration of equipment.

**Education**

**MBA** - Masters degree in Business Administration, Loyola University Chicago,  
Major: Marketing

**BS** - Bachelors of Science, Eastern Illinois University,  
Major: Industrial Technology, Manufacturing Processes.

**Honors**

**Co-Chair** - FFTA Regional Conference, 2007

**Keynote Speaker** - Australian Flexographic Technical Association Annual Meeting 2004

**Co-Chair** - Tag and Label Manufacturers Institute Technical Conference, 2000, 2002 & 2004

**Member of Board of Directors** - National Council for Skill Standards in Graphic Communications

**Advisory Board Member** - DiTrollio Flexographic Institute; Broadview, IL  
- Western Michigan University; Kalamazoo, MI

**Technical Speaker:** FTA/FFTA, TLMI, NELMA, CMM, LabelExpo

**National Council for Skill Standards:** Certified as an Expert Flexographic Press Operator

**Professional Associations etc.**

FFTA/FTA - Foundation of Flexographic Technical Association

TLMI - Tag & Label Manufacturers Institute

NEHS – National Environmental, Health & Safety

SAA - Sales Automation Association