

# JOE CLIENT

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## CHIEF EXECUTIVE OFFICER ~ CONSUMER PRODUCTS STRATEGIC PLANNING ~ RESTRUCTURING ~ REVENUE GROWTH

*“Willingness to change is a strength, even if it means plunging part of the company into total confusion for a while.” ~ Jack Welch*

### Track Record of Revenue Growth:

- Increased retail revenue 47% from \$380M to \$560M in 3 years, triple the industry standard, by streamlining buying processes, expanding store locations, and negotiating strategic business acquisitions.
- Generated \$65M negotiating purchase of ABC business thus adding 25 stores, staving off damage to brand nationally, and maintaining relationships with essential vendors.
- Secured \$15M in sales for the XYZ group by restructuring the sales department and implementing processes to proactively connect with key contractors for new construction installations.

### Value Offered

- |                                  |                          |                               |
|----------------------------------|--------------------------|-------------------------------|
| ▪ Business Analysis              | ▪ Revenue Growth         | ▪ Client Needs Assessment     |
| ▪ Corporate Restructuring        | ▪ Contract Negotiation   | ▪ Market Strategy             |
| ▪ Customer Service Initiatives   | ▪ Profit & Loss          | ▪ Fiscal Management Direction |
| ▪ Competitive Analysis           | ▪ Market Forecasting     | ▪ Change Management           |
| ▪ Talent Coaching & Mentoring    | ▪ Budget Development     | ▪ Customer Retention          |
| ▪ Vendor Relationship Management | ▪ Strategic Planning     | ▪ Financial Management        |
| ▪ Sales & Marketing Campaigns    | ▪ Leadership Development | ▪ Business Plan Development   |

### Professional Experience

XYZ, COMPANY

Date–Date

#### Chief Executive Officer

*Reported to: Board of Directors. Company: Group of 125-stores retailing consumer electronics. Budget: \$24M. Direct Reports: Chief Financial Officer, Chief Information Officer, Marketing/Merchandising Manager, Retail Operations Manager.*

Transformed a languishing business fraught with declining profits, lack of direction, disengaged leadership, unhappy shareholders, and distinct competitive disadvantage into an industry leader with \$560M retail sales in 3 years. Initially the inertia was startling. Immediately addressing key issues—providing direction, engaging management, and increasing margins—was crucial. Priorities for the first 90-days were: establishing business directives; defining senior management roles and objectives; and revamping product purchasing structures.

Moved the business forward by reorganizing buying groups, restructuring finance and administration teams, and instituting performance initiatives and efficiency reviews, and partnership commitments. Revisions in finance led to a \$1M cost reduction in interest charges and other fees. Gained board buy-in for further initiatives through state-of-the-business position statement supported by stakeholder observations, industry data and analysis, and options for moving the company forward.

#### Operational and Financial Contributions:

- Increased retail revenue 47% from \$380M to \$560M in 3 years, triple the industry standard. Results attributed to: new buying process reducing out-of-stock items, and shifting focus to merchandising and marketing; relocating stores from 1500+ sq ft storefronts to 8,500+ sq ft stand-alone locations and adding new business categories; and strategic acquisitions. Market share moved from 10% to 12%, and brand awareness grew by 25%. Larger, renovated stores grew revenue from \$2.5M to \$10M per retail location.