

GEORGE T. REED

TRANSFORMATIONAL C-LEVEL BUSINESS LEADER

Strategy Development & Execution | Turnarounds & Change Management | Acquisitions & Integrations



C-Level executive and strategic thinker with a bias for action that drives exceptional profitability. Dynamic leader with wide experience guiding turnarounds, acquisitions/integrations, and private equity transformations mature and growing companies across the consumer product, industrial product, and commercial construction product sectors.

Exceptional talent for strategy development and execution. Define business strengths, develops competencies-based strategies, builds dedicated, empowered teams, and leads them to execute strategies and gain decisive wins across multiple market segments.

Delivers exceptional results; drives comprehensive turnarounds through strategy development, restructured business approaches, industry-leading product innovation, new sales channel strategies, and unprecedented efficiencies to increase market share, revenue growth, and profit margins.

HIGHLIGHTS

President of Global Construction Product Company

- Accelerated product innovation to capture key target markets and boost sales to over 25% of total.
- Negotiated company's largest-ever contract of \$46M for heavy rail project in Lima, Peru; future revenues are projected to surpass \$1B.
- Built new market share and growth strategy, achieving company's highest returns on sales and assets.
- Re-established key distributor partnerships for market growth by collaborating on common vision and integration strategy.
- Opened company's first Mexico manufacturing plant as part of strategic sourcing strategy, supporting 5% margin improvement.
- Improved organic earnings growth by 20%/year, increased return-on-sales to 12%/year and drove return-on-assets to 47% with new, solid sales/marketing organization and effective vision and strategy.
- Directed 5 acquisitions adding \$33M to US and foreign sales, with a 40% gross margin.

Vice President of Marketing for Global Manufacturer & Distributor

- Rapidly grew sales and market share through new product innovation and aggressive bring-to-market strategy, supporting \$365M sale of company that was purchased for \$165M 3 years earlier.
- Introduced 3 new products with 31 supporting patents in just 2 years, while reducing overall product time-to-market by 8 months.
- Integrated 2 acquisitions and 1 joint venture in Asia, supporting successful blended manufacturing and Asia-sourcing strategy for lower costs and faster production response.
- Created new product placements of \$53M+ and reduced operational costs by \$8.5M.
- Increased new product sales from 19.8% of the total to 34.3%, while increasing new product margins.
- Developed and executed brand management and channel strategy to enhance key account and sales channel differentiation, leading to higher sales at Home Depot, Lowes, and Walmart.

Vice President of Sales & Marketing for Global Manufacturer

- Led complete turnaround in just 2 years, improving product development process, financial controls, budget forecasting, and operational efficiencies. Won CEO award.
- Increased sales by 11%, boosted operating income from 9% to 17% of sales.
- Cut new product time-to-market by 50%, brought project costs to consistent 5% of targets, and decreased display costs by 10% with new, design-focused fashion team.
- Achieved major line reviews at Menard's, Home Base, and Home Depot via solid customer relationships.

PROFESSIONAL DEVELOPMENT

Education: MBA, Marketing & Finance, Keller Graduate School, DeVry University, Chicago, IL
BA, Business & Economics, Loras College, Dubuque, IA

Board Membership: Seamount Cay Homeowners Association (Board of Directors Member)
Dana Corporation Federal Credit Union (Board of Director Member-past)

Affiliation: American Association of Automatic Door Manufacturers (AAADM) President-past

CONTACT INFORMATION

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