



E2 SMALL BUSINESS ADVISER.com
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SUMMARY: Small Business Adviser specializing in US business start-ups, Business Development and Marketing Management to increase business profits.

HIGHLIGHTS OF QUALIFICATIONS

- Over 20 years building IP and brand identities with experience proven and honed at Black & Decker, Nestlé, and Fortune 500 marketing departments, yet balanced by practical E2 small business experience in:
 - Strategic Planning
 - New Business Development
 - Product Launches
 - Profit & ROI Enhancement
- Experienced at successfully developing new businesses and launching new products from the idea stage.
- Innate problem solver with a proclivity for creative and innovative profit-building business solutions.

PROFESSIONAL EXPERIENCE

Strategic Planning & New Business Development

- Developed comprehensive business plans from scratch for over 20 UK corporations launching in the US since 2005.
- In only 9 months built up a new business start up from concept to a corporate structure, personally developing all sales methods, sales materials, press releases, plus refined the product from inception to launch for stakeholders.
- Crafted an original concept for Moen's *Villeta* branding that concluded with a federal trademark and design patents.
- Created a marketing strategy to align a hobbled group of acquisitions into a uniform brand, now #1 in their industry.
- Drove long-term growth by developing a brand strategy vision across Black & Decker that unified three previously disconnected business units under a common brand image that resulted in increased sales and a #3 industry rank.
- Wrote and presented original Capital Approval Requests (e.g. investment requests) to venture capitalists and senior management to successfully gain new funding of up to \$80 Million for projects to expand business for NDS & Moen.

Marketing & Profit Enhancement

- Invented a patentable product in only 8 months that rejuvenated product lines enabling a \$125 Million CA company to maintain market leadership in the face of new federal regulations impacting their core business category.
- Achieved a \$248,000 recurring annual net income contribution for NDS by discovering and implementing a product cost savings that simultaneously added product features which surpassed that of the rival competitive product.
- Successfully developed and launched the single most important short-term strategic product initiative within Moen that achieved \$100 million sales of 2 million units per year sold into all US locations of Lowes and Home Depot.
- Designed the #1 *Seller in America* national campaign on a \$40 Million per year Nestlé product resulting in national expansion of the product from 20 local retail stores to 440 Wal*Mart / SAM'S Club locations in only 1 year.
- Founded and implemented a 4th quarter cause-related marketing (CRM) retail promotion for the Carnation, Hills Bros., and Nestlé companies' regional sales forces; produced \$100 thousand donation for a local charity.

Effective Coaching & Business Advising

- Coached senior management at major corporations (Chevron-Texaco, Ericsson Telecom, Teradyne and Circon Corp.) in on-site seminars pertaining to advanced marketing and sales principles related to their respective businesses.
- Taught a 2-day seminar to industry professionals and architects attending a national tradeshow at the Long Beach Convention Center; personally wrote curriculum, teaching materials, instructional slides and handouts used.
- Trained National Diversified Sales' sales force on all technical and promotional aspects of new retail and wholesale products being rolled out for this \$125 Million corporation during a 3 day national conference in Las Vegas, NV.
- Published 7 technical articles in *Landscape Contractor* and *Landscape Architect & Specifier* national trade journals.