

P. BUCKLEY BRINKMAN

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CEO...PRESIDENT...COO

Double digit Sales *and* Profit growth...\$600+ million of realized market value created...TMA Turnaround of the Year Award...The B2B or Consumer companies I've led all faced strained situations and required immediate results. My teams repeatedly delivered those results.

2009 – Present

**VALLON, LLC (Minneapolis, MN)
President**

Joined this interim talent contractor as an equity partner in order to strengthen market position and grow the enterprise. We provide C-level talent within 48 hours for vacancies and intense project requirements.

2008 – 2009

**LAUNCHPAD PARTNERS (Mundelein, IL)
Change Catalyst and Founding Partner**

Founded advisory firm for mid-market companies under stress. Translate change into breakthrough performance and increased company value. Reorganized consumer products company call center, increasing answer rate from 65% to 92% in less than three weeks with no additional resources.

2007 – 2008

**U.S. MUSIC CORPORATION (Mundelein, IL)
President & Chief Operating Officer**

Hired by the Founder of this \$60 million instrument company to restructure operations and position the company for future growth. Reorganized product management, sales, and support operations to capitalize on market opportunities.

- Successfully negotiated multi-year licensing agreement with the Disney Company.
- Reorganized Sales operations to reduce costs and increase effectiveness. Changes saved \$500,000/year while improving sales coverage.
- Increased year-over-year trade show sales by 94%

2004 – 2007

**MANCHESTER COMPANIES (Minneapolis, MN)
Chief Operating Officer
Principal**

'06
'04

Recruited into the practice to lead multiple, mission-critical engagements. Reorganized the firm to leverage our full-time associates and affiliates to provide better and more consistent service to our clients.

- Created over **\$325 million in realized market value** by creating and implementing the changes necessary to bring a growing medical device company out of receivership.
 - Used Lean Six Sigma to reduce manufacturing cycle time from 14 weeks to two days.
 - Organized and successfully executed two FDA mandated recalls.
 - Engagement won the **"2006 Turnaround of the Year"** award.
- Created over **\$225 million of market value** for a \$600 million contract manufacturer by reorganizing and coordinating IT, purchasing, finance, manufacturing, and administration functions to resolve a pending cash crisis.
- Participated in the creation and executed the strategy to expand into new geographic markets.

2001 – 2004

**TALARIS (formerly De La Rue Cash Systems) (Lisle, IL)
Vice President, Service**

Recruited to refocus the North American Service operations for a billion-dollar secure transaction company that created and implemented cash handling, teller automation, and electronic voting solutions for customers in Banking, Retailing, and Government Agencies.

- Our team grew sales by 26% and profits by 31%.
- Decentralized responsibility and accountability for customer satisfaction and profitability to Regional General Managers at multiple sites across the country.
- Strengthened core support operations by reengineering the Call Center, Technical Support, IT, Logistics, and Finance, reducing administrative burden by 97%.
- Designed and flawlessly executed support plan for first post hanging chad election in Florida.

1997 – 2000

CARTA MUNDI (Kingsport, TN)**President and General Manager (#1 Person in U.S. Management)**

Resuscitated the North American operation for the world's largest playing card company. We implemented a team management system, recruited key employees, and designed the structures that:

- Improved margins by over 34 percentage points and reduced the break-even point by 44%.
- Increased sales and doubled margins with major customers.
- Profitably grew sales by 41% through direct and indirect channels.
- Reduced manufacturing cycle time for Mattel from eight weeks to less than four days using JIT and Lean principles.

1994 - 1997

RAND McNALLY (Nashville, TN)**Vice President & General Manager – Custom Products Division**

Recruited to create and execute a new strategy for the world's largest trade bindery and a renowned manufacturer of deluxe leather-bound books, loose-leaf binders, and multimedia packaging. The operation was an enigma, producing high-quality, custom designed products in a corporation focused on long runs of commodity books. Our management team:

- Re-engineered functionally organized operation into independent business units directly aligned with customer requirements.
- Created hourly employee customer project teams to establish links between key customers and the production floor, implementing change based on team management and Lean Manufacturing.
- Returned to profitability for the first time in eight years, grew sales from \$24 million to \$41 million, and created a flexible workforce of over 400 employees.
- Successfully marketed the company and sold it to an independent buyer.

1986 – 1994

SMURFIT STONE (formerly Jefferson Smurfit) (Chicago, IL)

'88

Lafayette (IN) Mill Management

'87

Corporate Planning Manager

Joined this \$4 billion paper company as Corporate Planning Manager. Company grew from \$300 million to \$3 billion during this period. Wrote first strategic plan for \$300 million newsprint acquisition and integration plan for \$1 billion acquisition of CCA. Freed \$1 million in working capital from container operations.

Took line responsibility as Controller, Operations Manager, and then General Manager of a 90 year-old recycled paperboard mill with \$14 million in sales and 88 employees. Our team:

- Catalyzed profit turnaround, from losses of over \$700,000/year to profits of over \$1 million/year.
- Developed new product that increased sales by 41%.
- Restructured the mill, including the establishment of TQM, based on ISO-9000 guidelines, engaging both salaried and unionized employees in team management system. Negotiated two union contracts.
- Served five months of strike duty in Oregon while fulfilling regular duties in Indiana.

Education: MBA, Harvard Business School, 1986
BBA, University of Wisconsin, 1982

Whitepapers: Confessions of a Change Catalyst
The Entrepreneurial Curse
The Soft Side of Strategy and the Hard Edge of Change

Innovation's Slow Painful Death
Corporate Culture and the Perfect Fit