

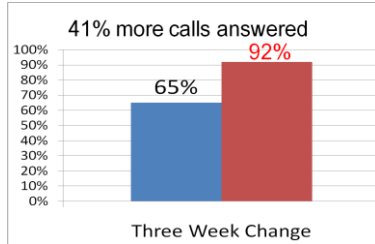
P. BUCKLEY BRINKMAN

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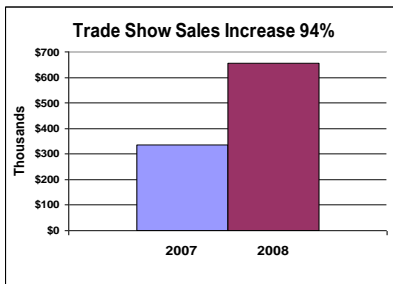
Double digit Sales and Profit growth...\$600+ million of realized market value created...TMA Turnaround of the Year Award...The B2B or Consumer companies I've led all faced strained situations and required immediate results. My teams repeatedly delivered those results.

Experience



"Buckley is one of the most practical, fair-minded, and inspirational managers I have ever had the pleasure to work for...He is a team-oriented man that inspires drive and loyalty."

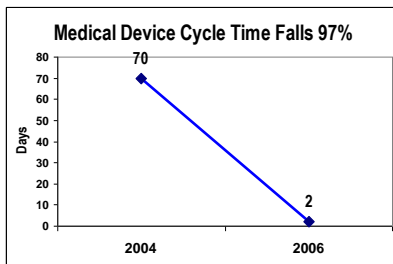
Christopher Walker,
Art Director



"[A] two-year effort led by Buckley Brinkman, drove down manufacturing lead time, inventory and back orders, reorganized and streamlined the manufacturing process and increased gross profitability."

Minneapolis Star Tribune
October 21, 2006

Article on "Turnaround of the Year"



Change Catalyst & Partner

Launchpad Partners • Ivanhoe, IL • 2008 – Present
Management Advisory Services for the Middle Market

Founded advisory firm for mid-market companies under stress – either resulting from rapid growth or a change in the business model. 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.

President & Chief Operating Officer

U.S. Music Corporation • Mundelein, IL • 2007-2008
\$60 million guitar and amplifier company

Repositioned company and restructured operations of this entrepreneur owned company. Realigned product management, sales, and support operations to capitalize on new market opportunities:

- Reorganized Sales force by geography, reducing expenses by one-third (\$500K) and improving territory coverage.
- Increased annual trade show sales by 94%.
- Negotiated \$15 million, multi-year licensing agreement with the Walt Disney Company.

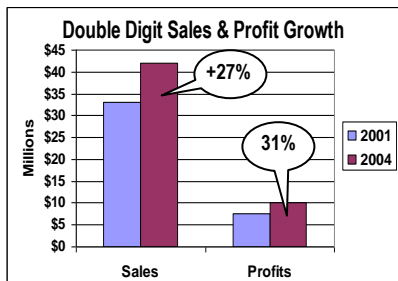
Chief Operating Officer / Principal

Manchester Companies • Minneapolis, MN • 2004-2007
Corporate Renewal/Investment Banking/Management Advisory firm

Led the firm's teams for the most difficult and mission-critical projects: My teams:

- Created **over \$300 million of realized market value** by enabling a medical device company to emerge from receivership. During the engagement, we successfully coordinated two FDA product recalls; reduced lead times by 97%; and implemented key management structures. The engagement won the **"Turnaround of the Year"** award from the Turnaround Management Association.
- Created **over \$200 million of market value** by pulling a \$600 million contract manufacturer out of a cash flow death spiral.
- Rationalized the worldwide financial operations for a leading ERP software company.

As COO designed and implemented a regional expansion strategy to leverage MCI resources and help regional partners grow their business' size and scope. Created the system to identify and recruit new partners. Developed the regional support structure and successfully opened the Denver office.

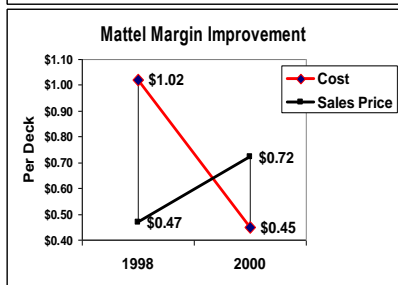
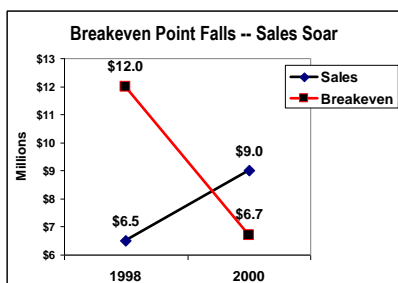


Vice President, Service

De La Rue Cash Systems • Lisle, IL • 2001-2004
\$1 billion secure transaction company

Revitalized the North American service operations by integrating service delivery system (including 350 technicians) across the Financial Institution, Retail, and Voting Solutions platforms. My changes:

- Grew sales and profits for three straight years, improving sales by 27% and profit by 31%.
- Reduced technician administrative burden by 97%.
- Strengthened market position with new lower cost, higher margin products.
- Successfully supported the first Florida elections following the “hanging chad” debacle.
- Created expansion acquisition strategy.

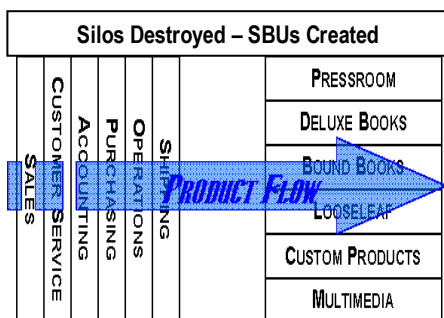


President and General Manager (#1 Person in U.S. Management)

Carta Mundi • Kingsport, TN • 1997-2000
World's largest playing card company

Turned around the greenfield plant designed to be the company’s North American foothold. The plant failed to make money or fully support its intended markets. The improvements we made:

- Reduced the breakeven point from \$12 million to \$7 million.
- Profitably increased sales by 41% to \$9 million.
- Improved margin on top product from (117%) to +37% while shrinking delivery time from eight weeks to four days.
- Developed a new product line that enabled the company to enter the retail market.



Vice President & General Manager – Custom Products Division

Rand McNally • Nashville, TN • 1994-1997
World's largest trade bindery

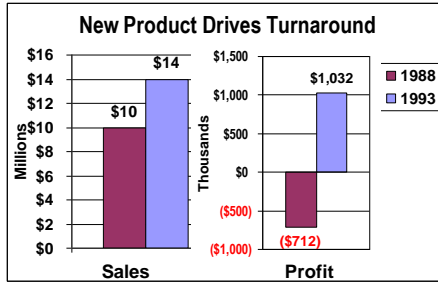
Resuscitated renown manufacturer of deluxe leather-bound books, looseleaf binders, and multimedia packaging for a national customer base. Successfully returned business to its entrepreneurial roots by:

- Eliminating functional silos by reorganizing businesses around six SBUs and creating a flexible workforce of 400 employees.
- Profitably grew sales 71% by fully engaging four competing sales channels.
- Returned the company to profitability for the first time in eight years.

- Successfully marketed the company to an independent buyer.

**Mill General Manager/Operations Manager/Controller/
Corporate Planning Manager**

Smurfit Stone • Chicago, IL • 1986-1994
\$4 billion paper & packaging company



Created strategic, due diligence, and assimilation plans to support numerous acquisitions as Corporate Planning Manager. Took line responsibility for a struggling, 90 year-old recycled paperboard mill. 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 43%.
- Restructured the mill, including the establishment of TQM, based on ISO-9000 guidelines, engaging both salaried and unionized employees in a team management system.
- Negotiated two concessionary contracts without a work stoppage.
- I also served five months of Oregon strike duty, working 12-hour shifts, seven days a week, while performing regular duties in Indiana.

Education:

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

White Papers:

“Confessions of a Change Catalyst: Three Skills Colleges Don’t Teach”
“The Entrepreneurial Curse”
“The Soft Side of Strategy and the Hard Edge of Change”