

**DIVISION PRESIDENT / COO -  
VP OF BUSINESS DEVELOPMENT & STRATEGY**

**Global Growth Strategies / Startups / Turnarounds / Marketing / Sales / Operations / P&L / M&A / Product & Service Development / Change Management / Product Launch / Strategic Alliances / IR / Profit & Productivity Improvement / Budgets / Planning / e-Commerce / Client & Vendor Relations / Cost Reduction / Team Building / Training / Staff Development / Key Accounts / Solution Sales / Contracts / Negotiations / Restructuring / Strategic Sourcing / Go-to-Market Strategy / B2B / B2C / Best Practices / Competitive Analysis / Process Improvement / Capital Markets / Web / Six Sigma / Agile / Shared Services / Asset Recovery & Liquidation / IT & Systems**

As versatile and highly sought after senior general management, operations and sales leader, I have an outstanding record driving steep revenue, market share and profit growth. Adept at change management leadership, my experience includes proven results spearheading fast-paced startups, dramatic performance turnarounds, rapid growth initiatives, successful M&A plays and profitable shareholder exits.

At firms such as **Genco** (a division of FedEx), **GiftCards.com**, **ClickBrands** and the **Asset Nation** family of companies, I built and managed profitable business relationships with business-to-business customers of all sizes ranging up to global **Fortune 500** leaders. My book of business reads like a who's who and includes firms such as **Walmart**, **General Motors**, **BP**, **Sysco**, **ExxonMobil** and others.

In addition to directing high-performance day-to-day operations, I have demonstrated expertise developing game-changing business models, as well as groundbreaking new products and services. I have managed teams with 80+ multidisciplinary professionals, operating budgets and P&L on revenues in the tens of millions and inventories valued in the billions. My early career includes experience in banking and financial services at **National City Bank** and **PNC Bank**.

At your organization, I could make an immediate strong impact by:

- ☐ **Maximizing ROIs & shareholder value**
- ☐ **Developing winning go-to-market strategies**
- ☐ **Planning & executing aggressive growth initiatives**
- ☐ **Creating highly nimble change management roadmaps**
- ☐ **Innovating new services & products to generate demand**
- ☐ **Carving out & constantly honing a sharp competitive edge**
- ☐ **Identifying & seizing untapped & emerging market opportunities**
- ☐ **Forging profitable channel partnerships & win-win strategic alliances**
- ☐ **Optimizing operations to rein in costs, boost efficiency & increase profits**
- ☐ **Assembling, mentoring & motivating top performing multidisciplinary teams**
- ☐ **Fostering nonstop innovation, continuous improvements & organizational excellence**

Others have described me as a natural leader, visionary strategist, penetrating analyst, strong communicator, shrewd negotiator and persuasive closer. A high energy and inspirational motivator, I am known for rolling my sleeves up and balancing empowerment and accountability to drive teams to produce extraordinary results. By nature a hunter, builder and grower, I thrive on challenges.

My education includes an **MBA in Organizational Behavior** from the University of Pittsburgh Katz Business School, an **MA in Applied Statistics** from the University of Pittsburgh Dietrich School of Arts & Sciences and a **BS in Mathematics** from Allegheny College. I served in the **Peace Corps** in the Commonwealth of Dominica.

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**CAREER HISTORY & SELECTED HIGHLIGHTS**

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**VP of e-Commerce Sales & Recommerce, Genco, a division of FedEx, 2015-Present.** Recruited to drive revenue and margin growth for remarketer of returned retail goods. Direct all operations, sales, marketing, e-Commerce and strategic sourcing. Manage inventories valued at more than \$2.5B. Developed new online, brick & mortar and auction sales channels. Took on a new title/responsibilities as **Sr. Manager** when Genco was acquired/integrated into FedEx. Notable accomplishments include:

**Doubled sales in 90 days & opened a new market.** Recruited by Genco to spark growth of web sales. Developed new online retail and auction platforms. Negotiated strategic alliances with third-party resellers. Designed dynamic pricing models to drive SEO rankings higher. Grew online sales of returned retail merchandise from \$6M to \$12M in only three months and grew eBay outlet sales from zero to \$700K.

**Tripled margins, adding \$1M to the bottom line.** Genco and its asset recovery clients needed to achieve higher margins. Assembled a *Disrupt Team* to shake up the methods and channels for returned retail goods resale. Forged strategic channel partnerships with leading national off-priced retail chains. Boosted gross margins from 16% to 48%, increasing both Genco and client profitability.

**Rescued two key accounts worth tens of millions.** Walmart and The Home Depot had both been pitched deals with a leading Genco competitor offering higher resale margins. Looking to regain a pricing edge, initiated new direct-to-consumer sales through off-price retail chains such as Odd Lots. Captured a 25 to 35-point increase in margins, staving off loss of the two accounts while enabling them to avoid costly right downs of returned goods. Protected millions in Genco revenue streams.

**Senior Product Manager, GiftCards.com, 2014-2015.** Recruited to drive sales and market share growth and propel the firm to be a leader in the secondary gift card sector. Developed and rolled out new products, systems and e-Commerce platforms. Started up and grew a successful new division, *SaveYa.com*. Key contributions include:

**Fueled a turnaround, doubling revenues in six months.** Recruited by GiftCards.com to reverse stagnant sales and market share growth. Reengineered the firm's pricing model, implementing an advanced dynamic pricing algorithm to tap into market-driven supply & demand fluctuations. Increased inventory turn rates and liquidity, freeing up crucial capital to reinvest in expanding the firm's strategic sourcing chain. Grew sales from \$500K to \$1M in only 180 days with strong projections for continuing year-over-year growth.

**Leveraged a mobile app to accelerate turn rates & free up capital.** Tight cash flow and rising working capital requirements stymied GiftCard.com's investment in new technologies for its SaveYa.com division. Leading an Agile development team, fast-tracked design and launch of a mobile-enabled gift card app to expand penetration of the secondary market. Increased sales velocity and accelerated turn rates 25%, freeing up \$500K in crucial capital to support systems development efforts.

**Author, 2013-2014.** Co-wrote a top rated sports book, *Always A Home Game* (published by St. Lynne's Press), that spawned spinoffs, including a beer from *Rivertowne Brewing* and a video played before Steeler's home games at *Heinz Field*. Details about the book include:

**Converted a promotional tour into charitable fund raising.** Co-authored a book about a journey to 100 taverns in Pittsburgh Steelers "country" with former Steelers kicker (and current sports radio host) Josh Miller. To promote the book, *Always A Home Game*, embarked on a tour of bars covered in the book, collecting donations and selling a variety of memorabilia along the way. Assembled a mass of commemorative t-shirts into quilts sold via regional charity auctions. Donated 25% of the proceeds of each book sold to local charities, eventually giving tens of thousands of dollars.

**CEO, ClickBrands, 2012-2013.** Co-founded a diversified marketing, consumer goods e-Tail and auction firm. Significant contributions include:

**Launched a novel online celebrity auction concept.** ClickBrands was partnering with Lance Bass, former singer from NSYNC, on a new business aimed at selling celebrity-owned goods at auction to raise donations for charities. Developed a comprehensive business plan for *Famous Yard Sale*. Raised \$500K in seed capital. Built a crowd-sourced auction platform. Rolled out the site during an episode of the *Cupcake Wars* TV show. Took the operation cash-positive in only six months with projections for solid year-over-year growth. Shelved the concept when Mr. Bass opted to pursue other opportunities in entertainment.

**CEO / COO / GM, Asset Nation / Asset Auctions / FreeMarkets, 1999-2012.** Recruited to build an asset management business at FreeMarkets from the ground up. Bought out the original owners of the firm. Instrumental in several successive rounds of mergers and acquisitions and strategic reorganizations. Developed and launched innovative products and services, driving strong revenue, market share, margin and shareholder value growth.

**Transformed an M&A deal into strong revenue & profit gains.** When Asset Auctions merged with Salvage Sale, the new combined firm needed to increase operational cadence and the efficiency of its shared services line of business. Designed new processes and structures to strengthen empowerment and accountability, including a performance metric dashboard. Working closely with HR, developed an incentive compensation program to foster Best Practices. Increased divisional billable revenue 80% and gross margins 25%.

**Beat all projections in private equity buyout.** Asset Auctions ownership was looking to cash out on its investment after achieving exceptional revenue and profitability results. Leading the core executive team and working closely with investment banking advisors, launched an 18-month program to prepare the company for potential sale. Enhanced a wide array of processes from accounting, reporting and audits to commission structures. Sold the firm to a NYC-based private equity firm at 3.33-times earnings, closing a deal for \$20M, 150% over original valuations.

**Took over, turned around & rapidly grew a struggling startup.** Early stage Asset Auctions was awash in red ink causing its parent, FreeMarkets, to consider selling or shuttering the division. Offered to take over the operation, relaunching it as a standalone company. Reengineered the business model, revamping everything from the service delivery and billing structure to compensation and incentives. Implemented 15% buyers' premiums and 10% seller's commissions. Took the operation from \$400K in losses to profitability in just 30 days.

**Created a profitable solution for Walmart in Mexico.** Walmart de Mexico needed to liquidate surplus capital equipment. Bid, negotiated and won a contract for the program. Established a multifunctional organization in Mexico City. Instituted aggressive incentive compensation to attract and motivate top talent, building a supply chain, marketing and sales team comprised of recent college grads. Rapidly ramped up operations. Generated \$1M in net income at 50% margins on \$5M in annual sales. Solved Walmart's surplus challenge while growing a solid business.

**Liquidated tens of millions of equipment for GM at record prices.** FreeMarkets was engaged by General Motors to sell off industrial machinery from a manufacturing plant. Convinced GM to trust the market and jettison the conventional model of a liquidation sale followed by a live auction in favor of using an absolute online auction. Sold every piece of equipment at prices averaging 193% of traditional estimated values. Liquidated \$25M in capital equipment in 12 months using the online model.

**Earlier: VP Retirement Plan Services**, National City Bank; **Trust Officer**, PNC Bank; and **Employee Benefits Specialist**, William H. Mercer & Co.

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**OTHER EXPERIENCE**

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**Led a successful Peace Corps program in a Caribbean village.** Serving in the United State Peace Corps, assigned to a hamlet in Dominica. Saw an opportunity to combine two seemingly unrelated needs to improve life for the townspeople. Securing free advertising from *The Los Angeles Times*, launched a campaign for donations of soccer equipment from the LA area for village youth. In exchange for providing cleats, uniforms, balls and other equipment, required each player to participate in a project to clear a local river of refuse. Received container loads of gear, providing kids with their first-ever proper soccer shoes while driving a large number of kids to participate in cleaning the river.

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**EDUCATION & OTHER CREDENTIALS**

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**Master of Business Administration in Organizational Behavior** from the University of Pittsburgh Katz Business School.

**Master of Arts in Applied Statistics** from the University of Pittsburgh Dietrich School of Arts & Sciences.

**Bachelors of Science in Mathematics** from Allegheny College.

Other training includes:

**Certified Employee Benefits Specialist** by the International Foundation of Employment Benefits.

**Certified Advisor** issued by the Organization for Entrepreneurial Development (OED).

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**PERSONAL INFORMATION**

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Married with two children. In my spare time, I enjoy travel and family, as well playing and coaching soccer (I currently hold a *USSF D Coaching License* and a *Level 2 NSCAA Goalkeeper Certificate*).

Certified as a *Level 1 Cicerone* (the official designation of qualified beer professionals), I am currently studying to obtain *Level 2* credentials.