|  |
| --- |
| **PETER W. KUYPER JR.** |
| PRESIDENT | ceo | division head |
| 310.612.8855 ▪ pjkuyper1@gmail.com ▪ www.pjkuyper.com |  |

**Global Expansions / Profit Optimization / P&L / Strategic Positioning / Marketing Operations / Finance / Board Relations & Participation / Public Relations**

**Key Account Relations / Teambuilding / Technology Adoption**

**Data Analytics / Change Management / Channel Creation / Sales**

Consistent and escalating success in managing startups, and driving domestic and international growth (Europe, Asia, South America) organically and via strategic alliances. Most recently, led the growth of an international business unit from zero to more than $35M and overall global growth to in annual revenue to $60M. Earlier wins as a Management Consultant. Strengths include…

* **Launching new operating companies around the world**
* **Winning and expanding key accounts**
* **Developing systems, processes, technology, KPI’s and governance structure to support profitable growth**
* **Capturing market share and converting rivals into allies through effective partnering**
* **Solving fundamental business problems that limit organizational success and expansion**

**MBA**, **Cornell University**, Johnson Graduate School of Management. **BS**, Economics, **Lehigh University**. Georgetown University, Organizational Development & Change Management. Published author, sought-after speaker.

An engaging servant leader known for exceptional communication skills and driven, contagious enthusiasm for what’s next. Generated escalating successes through establishing synergistic teams that exceeded forecasted goals.

**History and Highlights**

**President & CEO**

Motion Picture Licensing Corp.

2013 to present

*A 160-employee global rights management company for over 1,000 film and television producers doing business in 35 countries across five continents generating recurring revenue from 500,000 locations.*

**Promoted to drive the continued growth and global expansion of MPLC.**

* **Restored revenue growth in a stagnant, inelastic segment.** MPLC's largest market (35% of domestic sales) is from churches. Created and justified a two-part price increase strategy that considered longevity and size of accounts. Boosted revenue by 17% without suffering increase-related cancellations.
* **Improved quality and utility of financial data.** MPLC's financial and operational reporting failed to provide useful data for decision-making. Selected a BI tool that unified CRM, billing, and financial data. Improved executives’ ability to evaluate all operating companies’ performance measures and make timely course corrections.
* **Entered an untapped market. When a competitor entered the market** using digital services as a differentiator, countered by introducing an Over-the-Top (OTT) streaming service to capture a huge market. Wrote business plan, secured funding and launched the first-ever OTT streaming service for business.
* **Rebuilt relations with key accounts**. MPLC suffered from poor relationships with Warner Bros. International and Paramount Pictures. Met with decision makers and built a trusting relationship. Convinced Warner Bros. to extend international rights to MPLC and remove rights from competitors in several territories. Overall, expanded rights to over 1,000 film and TV producers. The good will generated led to the rapid expansion of MPLC’s rights and mounting support for MPLC in numerous markets with government entities, legal responses, and partnerships.

**President**

Motion Picture Licensing Corp

2007 to 2012

Promoted to oversee the operations of all operating companies.

* **Strengthened sales in Europe**. Realigned the team. Hired a superstar to manage the UK office, enabling the EU Vice President of Sales to focus on boosting sales from new operating companies across Europe. UK sales grew by over 50%, and regional sales elsewhere in Europe increased sharply.
* **Maximized profitability and performance.** Created KPI’s and linked them to detailed reports so that executives could easily evaluate causes of changes. Enabled the executive team to effectively monitor and manage 18 different companies and easily determine where profitability could be improved.
* **Built a CRM to support growth.** Oversaw project to design, build and implement a CRM solution using CRM customization and business process automation software. Enabled to company to expand from 4 to 18 offices worldwide while providing excellent client service and support.
* **Established a presence in Latin America.** MPLC owned three breakeven JV companies in Mexico, Brazil and Chile. Formed a JV with EGEDA, in Mexico and Brazil, and licensed them as an agent across ten small Latin territories. Enabled **c**ustomers to acquire a single license for both English and Spanish language content. Drove sales to $5M, minimized overhead and strengthened government relations.
* **Simplified a complex problem.** Currency and royalties were becoming exponentially more complex. Designed and developed a system that accurately calculated and reported worldwide royalties for 40 operating companies, 22 currencies, and 200 product or market categories using fewer than 30 man-hours per calendar quarter.
* **Retained a key account in jeopardy. When** Walt Disney Pictures put out the US rights for bid, explained in detail why MPLC was the best in the business and was unmatched by competitors. Strengthened working relationships with all the major studios. Won the RFP and retained an essential supplier.

**Managing Director**

Motion Picture Licensing Company International

2003 to 2007

Recruited to start up the international division based in the UK, that represents 50% of the total worldwide business for MPLC. Acquired rights from US major studios for 14 European countries and from hundreds of independent European producers. Negotiated joint venture partnership agreements in 12 European countries. Trained and developed international staff. Increased sales, in a five-year period, from zero to over $5M and built a region that now generates over $35 million in annual renewable revenue.

* **Tightened compliance, strengthened control and saved operating companies valuable time and money.** Toaccommodate MPLC’s growth from two to ten territories, developed reports that captured exactly what was necessary in a simplified format. Saved dozens of hours every month for every operating company.
* **Built a UK business. Starting with a** dozen small independent film companies that represented less than 1% of films, grew the business to include Disney, Paramount, Universal and Fox. Attained profitability in eighteen months.
* **Overcame competition.** To thwart mounting competition Europe, formed Joint Venture companies with potential competitors. Enabled MPLC to expand into 16 territories in Europe. Built an organization that now delivers more than 50% of MPLC’s annual worldwide revenue.
* **Supported rapid expansion.** To facilitate rapid rollout of new operating companies, created a means to share marketing and sales methodology, business processes, and use of CRM and billing system. Led the development of “MPLC in a Box”, a secure, shared repository with everything that a territory needed to set up and manage the business. Slashed time to market and capital investment. Increased ROI.

From 2001 to 2002, employed as Senior Principal by Utilities International, Inc. as engagement manager on consulting projects. From 1995 to 2001, served as Senior Principal with American Management Systems. **Led** engagements for complex systems and process re-engineering projects.