

Kevin MacKinnon

VP - Strategy & Business Development



A highly sought after, results-driven executive with a unique combination of operations expertise, technical savvy and business acumen, Mr. MacKinnon is an outstanding leader adept at achieving bottom line objectives. Blending strong business development and market-wise instincts with 25+ years of strategic sales experience, he has implemented aggressive business development programs and built top-performing sales teams, creating new revenue opportunities and producing sharp year-over-year sales growth.

*Sales
Marketing
Growth Strategies
Startups
Turnarounds
Strategic Planning
Mentor
B2B
ROI
Export
P&L
Consultative Sales
Channel Partners
Program
Development
Technical Sales
Presentations
Forecasts
CRM
Product Development
& Launch
Project Management
Negotiations
Budgets
Sustainability
Energy Efficiency*

To that end, he has a proven record of adapting companies to rapidly changing market conditions, turning around underperforming territories or making profitable ones even better. He successfully builds organizations by utilizing entrepreneurial strengths and creative strategies, developing strong client and partner relationships, creating compelling business cases, cultivating new products, processes, and customer service improvements, and maximizing competitive advantage in challenging markets.

Skilled in providing strong strategic and tactical leadership and solving complex business challenges, Mr. MacKinnon is an accomplished change agent who has delivered sustained performance over his career. He is a high-energy, creative executive with effective communication skills and motivational abilities that generate loyalty and commitment to excellence.

Comfortable advising and leading start-up companies as well as ongoing global technology leaders, Mr. MacKinnon has utilized corporate development initiatives and dynamic team management to drive exponential revenue and profit growth for many industry-diverse businesses. Fulfilling entrepreneurial challenges, he also launched, managed, grew and/or engineered successful exit strategies.

Mr. MacKinnon has demonstrated the ability to establish and maintain Board and C-Level relationships in order to support strategic initiatives and produce meaningful and measurable growth and success throughout his professional career. Skilled at managing daily operations while maintaining a “big picture” perspective, Mr. MacKinnon excels at leveraging business knowledge with a tireless work ethic to deliver results. He is effective in resolving issues through analytical, collaborative and cost-effective methods.

Utilizing an open and transparent management style that both supports and challenges team members, Mr. MacKinnon has built and led cross-functional teams that exceed expectations. He is adept at achieving buy-in from disparate groups and cultures, creating common vision and consensus.

Skilled at handling complex business and technical challenges, Mr. MacKinnon is effective in understanding and responding to key drivers of client/customer motivation with innovative, profit-driven solutions. His effective communication skills and motivational abilities are complemented by well-practiced negotiating skills, a willingness to “roll-up his sleeves” when needed and a simple ability to engender trust and inspire the confidence of stakeholders at every level.

Mr. MacKinnon's diverse and progressive career path has provided him with a broad-based perspective and a wealth of experience and knowledge that has allowed him to progressively move to positions of more responsibility and authority. The personal qualities most evident in Mr. MacKinnon's many career achievements are vision, integrity, perseverance and sound business judgment. He is looking forward to the challenge of adapting quickly to a new environment and continuing his record of leadership, performance and personal accomplishment.

Career History and Accomplishments

Principal, AFJ Consultants, LLC, 2019 to Present, Canfield, Ohio.

Assist in strategic development and new/improved product introductions to the built environment. Collaborate with partners to provide access to new/varied markets. Develop alternative go-to-market possibilities. Interact with companies regarding energy efficiency initiatives (construction materials; transportation). Follow 'Constructech' trends. Major assignments:

- **Marketing/product development with building materials companies.** Advise two mid-size manufacturers on new product launches into commercial market. Pursuing commercial potential for proprietary sustainable energy technology.
- **Partner with venture firm to identify innovative energy efficient products/practices that complement Building Energy Management Systems.** Target clients eligible for research grants/credits with government/laboratory entities.
- **Organize/facilitate stakeholder conferences re building materials, practices, trends and innovation.** Past conferences featured High Performance Bldgs./Smart Cities, New Construction and Design 'Eco-Systems', Gov't/Labs priorities, Modularization, Technology; Advanced Materials; Global Supply Chains; Sustainability; Biophilic Design, among others.
- **Market development for energy efficient proprietary product line for transportation sector:** Opening up new US market segments for fuel additive/engine treatment for gas and diesel vehicles and equipment. Can lead to GHG credits.
- **Acting as a resource for insulation-oriented opportunities** (residential, commercial, industrial); testing stage with a proprietary product that can impact architectural and HVAC markets. Leading networking efforts.

I had the opportunity to work for Kevin shortly after entering the building materials industry with Manson Insulation. Kevin's knowledge of practical marketing concepts and passion for elevating the company above the competitive fray was one of the most valuable learning experiences of my career. His ability to relate to people at all levels and gracefully handle any situation puts him in an elite group of business managers that I have experienced throughout my 25-year career. Kevin continues to be a valued personal mentor and would be a substantial asset to any company looking to set themselves apart from their competitors.
GM at Sto Canada Ltd.

Senior Vice President, Sales and Marketing, Sto Corp., 2015 to 2019,

Atlanta, Georgia. *Americas division of a respected German global architectural products company.*

Strategy; Planning; Organization. P&L responsibility. Change leader. Empowered technical and creative talents of staff so they/company could thrive. Interfaced with major accounts. Led product development/innovation: Sr. manager on Innovation Committee; interacted with outside venture firm and government agencies. Nurtured and burnished Sto brand.

- **Orchestrated organizational changes, boosted culture/brand while driving positive sales/profitability trajectory.** Reset technology, capacity, market challenges/roles; clearly articulated field goals and objectives; motivated personnel and brought in strong talent; engaged

major accounts; redefined competitive landscape; authored new IP/trademarks and strategic planning process; introduced commercial aspects to modularization/panel program; listened to customers.

President, Infrastructure Solutions.

Propex Operating Company, 2014 to 2015, Chattanooga, Tennessee.

Hired to guide the largest of three divisions in a private equity owned mature matrix organization. Overhauled strategic plan. Rehabilitated marketing, sales and technical departments and re-aligned them with other departments (finance, production). Imposed organizational and financial discipline within the division. Supported the other two divisions.

- **Identified major threat due to favorable trade terms afforded to imports. Pursued actions to reverse trend and claw back share.** Assessed competitive advantages regarding technology, logistics, engineering. Reset market expectations. Strategic hires and strong outside resources assisted in brand revival. Key accounts/channel partners were retained.

VP, Business Development. Industrial Insulation Group, LLC, 2005 to 2013, New York, NY
Consolidated manufacturer of industrial and commercial insulation products.

Recruited to turn around sales, marketing and technology in concert with production priorities for consolidated business. Held full P&L accountability. Authored several trademarks and co-authored two new product patents. Oversaw export development. Achieved dramatic results quickly.

- **Revived plant operation and sales, dramatically increasing revenues and profitability.** Three mature product lines all aimed at same applications in same markets. Articulated specific design differences that would best serve each customer. Compelling, data supported, technically oriented program. Specific, customer centric.
- **Drove critical acquisition that complemented existing production capabilities and provided significant competitive advantage.** Allowed for re-alignment of product portfolio resulting in broader offering with more efficient production and greater profitability. Immediate positive impact.
- **The company's expertise regarding design and use of commercial and industrial insulations allowed it to be a major resource for A&E and EPC firms as well as all power and process industrial users and contractors.** Stakeholders were confident of using the 'right product for the application' - for personnel, process and planet.

VP, Business Development - North America

Manson Insulation Corp., 2004 to 2005, Malvern, Pennsylvania

Recruited to refresh US company. Major change in competitive landscape required objective appraisal of company's position in marketplace. Resulted in a dramatic shift in strategy that yielded a positive outcome for the company. Directed Market Assessment and Strategy. Served as Face of the Company/Brand. Held P&L responsibility.

- **Laid groundwork for re-launch of key Manson brands.** Defined targets and negotiated commercial arrangements. Hired top spec. reps. Realigned product specs and go-to-market strategy. Created contingency to perpetuate brand value.

Business Development Manager - US/Mexico

Roxul Inc. (sub of Rockwool Int'l A/S), 1994 to 2004, Mendham, NJ. *Major international 'rock wool' insulation company.*

Recruited to establish major international organization as market leader in US and Mexico. Assembled effective sales and technical staff and network that became affiliated with prominent A&E, EPC, trade

and other industry organizations. Represented company/brand at national levels. Held P&L accountability. Company is now major leader in North America.

- **Penetrated US/Mexico markets and established permanent positive profile that company still builds on.** Led technical department. Gained high profile through national trade groups, etc. Hired top spec. reps. Priced at market levels with superior product characteristics, better packaging and more informed tech support.

Earlier: Business Development Manager, Niagara Conservation Corp., Flanders, New Jersey; **Vice President, Business Development**, Plastic and Allied Insulation and Building Products, Hamilton, Ontario, Canada; **National Marketing and Sales Manager**, Manson Insulation Inc., Toronto, Ontario, Canada.

Education, Personal & Professional

Education: B.A., Economics and Political Science, University of Toronto, Ontario, Canada (Honours)

Professional Development:

- University of Western Ontario – *Ivey Leadership Program, Richard Ivey School of Business*
- Development Dimensions International – *Interaction Management Program, Instructor's Course*
- Member of *National Insulation Assoc., North American Insulation Manufacturers' Assoc., Thermal Insulation Assoc. of Canada, several other regional and trade associations.*

Intellectual Property: Author of two patents and multiple trademarks.