

SUMMARY

Highly accomplished and results-oriented professional with extensive experience in driving operational strategies, introducing scalable business solutions, and empowering multifunctional teams, specifically within the CPG industry. Proven track record of success in identifying and addressing business pain points to revitalize operational performance and develop continuous improvement culture. Hands-on operating style with demonstrated expertise in driving growth-focused strategies and aligning resources to create long-term business value.

Proficient at envisioning IT transformation roadmap for businesses in collaboration with technical and management stakeholders. Proven aptitude to adapt to a rapidly evolving environment, by cultivating relationships, demonstrating thought leadership, and leveraging an innovative mindset.

AREAS OF EXCELLENCE

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|---------------------------------|-------------------------------------|-----------------------------------|
| ■ Strategic Operations Planning | ■ Staffing / Recruiting Initiatives | ■ Process Redesign / Optimization |
| ■ Revenue and Profit Growth | ■ Strategic Relations / Alliances | ■ Key Stakeholder Engagement |
| ■ Change Management Oversight | ■ Team Building and Leadership | ■ IT System Implementation |

PERFORMANCE HIGHLIGHTS

- Successfully transformed a \$500K/year e-commerce company into a leading oral care manufacturer in the US with gross revenue of over \$120M/year through providing inspirational leadership in all aspects of business operations.
- Improved growth of internal mailing list from 5K to +540K qualified leads and boosted annual revenue from \$500K to \$4M through seamless implementation of cutting-edge email communication system.
- Ensured continuation of operations and increased the retail distribution network through leading manufacturing operations at micro-level within a challenging environment.
- Headed the smooth execution of an ERP system that scaled from 5M to 120M in sales volume, and managed approx. 30M/year in unit volume. Delivered multiple custom-developed software tools to enhance efficiencies.
- Directed all aspects of purchasing and manufacturing, using various custom-developed IT tools; over 1K different parts and 180+ assorted finished goods
- Enabled timely shipment of 1,500+ sales orders/week by maintaining relationships with primary warehouse and external logistics partners.

PROFESSIONAL EXPERIENCE

Executive Vice President of Operations (COO)

2014 to Present

Harold Katz, LLC. www.therabreath.com | Los Angeles, CA

Lead entire scope of manufacturing and production operations with key CMs over 1K unique SKUs to drive business growth. Conduct extensive research to source and capture three additional CMs for producing company products. Ensure transparent communication between employees and warehouses by leading the design and implementation of user-friendly software tools. Oversee all facets of human resource management, including recruitment and selection, training and development, and employee relations to achieve performance excellence.

Key Achievements:

...continued...

- Ensured timely delivery of company products to more than 60 mass, food, and discount retailers throughout the country by cultivating productive logistics relationships.
- Onboarded and integrated three additional CM's (Contract Manufacturers), to accommodate explosive and immediate manufacturing demand.
- Helped guide privately held company to a 580M exit with Church & Dwight

Vice President of Operations

2007 to 2014

Dr. Harold Katz, LLC. www.therabreath.com | Los Angeles, CA

Managed operations, manufacturing, and purchasing within a fast-paced environment to maintain optimal stock levels, boost profitability, and minimize unnecessary waste. Aligned EDI program and existing connections for consistent integration with ERP massively reducing need of man-hours needed. Developed a sound understanding of Walmart Retail Link, Target Partners Online, and various mass/food/drug online retail platforms to propel business success. Maintained up-to-date marketing collateral across all retail partners by organizing custom data feeds with third-party marketing partners.

Key Achievements:

- Led the company from \$2M debt with one vendor to consistent profit of around \$100K/month within two years through integral leadership in all aspects of business operations.
- Directed full life cycle management ERP system implementation project to govern manufacturing and production operations while finalizing deliverables within predefined constraints.

VP Marketing and Operations

2003 to 2007

Dr. Harold Katz, LLC. www.therabreath.com | Los Angeles, CA

Oversaw corporate marketing and business operations while ensuring strict compliance with applicable policies and procedures. Maximized the accuracy and transparency of financial information by integrating operational order-taking systems (front-end website, phone sales, mail-in orders, EDI orders, retail faxed orders) into a central order processing unit. Led all aspects of technical integration (EDI 810s, 850s, and 856s) and data synchronization to drive enterprise-wide innovation. Served as SME to address multifaceted issues and recommend results-driven solutions.

Key Achievements:

- Planned and established company infrastructure from scratch, including complete re-design of website, SQL driven dynamic backend, and a PO/Inventory Manager for tracking and fulfillment of EDI Orders.
- Developed a team of more than eight cross-functional individuals, assessed job performance, evaluated training needs, and designed effective plans to enhance productivity and efficiency.
- Established Shipping Lanes and EDI Communication with 20+ retailers, including Walgreens, Albertsons, CVS, Duane-Read, Longs, Eckerd, and Savon to drive business volume growth.

ADDITIONAL EXPERIENCE

Director of Ecommerce - Dr. Harold Katz, LLC.

Internet Marketing Manager - Targus, Inc.

EDUCATION

