

DAVID V. ANDERSON

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SUMMARY

Accomplished Executive with extensive experience driving record-setting revenue and profit growth including expertise in start-up and turnaround environments. Leadership spans Sales & Marketing, General Management, Operations, Global Business Development, Mergers and Acquisitions and Joint Ventures. Managed \$300 million P&Ls and led \$700 million sales organizations. Successful improving productivity and customer satisfaction while reducing operating costs significantly. Visionary Leader: drives positive change, builds consensus and executes plans that improve revenue and profit. Results-driven Strategist: identifies and seizes opportunities that maximize competitive edge and shareholder value.

KEY QUALIFICATIONS

- Customer Market Segmentation
- International Business Development
- P&L Business Unit Management
- Product Brand Management
- Business Turnarounds
- Organizational Change & Strategy
- Sales Leadership
- Strategic Planning
- TQM Leadership
- Operations Leadership/Management
- Multiple Sales Channels
- Mergers & Acquisitions

PROFESSIONAL EXPERIENCE

META4, INC., Bremerton, WA **President**

2003- Present

Direct a Management Consulting organization consisting of strategic alliances in the professional services area. Services include: general business consulting for turnaround situations, value enhancement preceding divestiture, executive mentoring and accelerating M&A transactions. Responsible for all new business development, promotion, marketing and program execution for the strategic alliances in the Northwest.

- Generated over \$350,000 in revenue through developing and delivering consulting services for 20 different clients in the sales and leadership development areas.
- Developed two strategic alliances in the first six months, which provided professional services in all chosen segments, and provided credibility in the marketplace.
- Developed new products and product/service add-ons in the consulting arena resulting in new revenue streams and revenue potential.
- Successfully guided the acquisition due diligence of a \$350 million rigid-packaging distributor, leading to the first acquisition for a major buy-out firm into the distribution arena and the rigid-packaging market segment.

PUGET ENTERPRISES, INC., Bremerton, WA

2003-Present

Start-up construction and landscaping aggregate materials supply business.

Executive Vice President – Sales and Marketing, Partner

Directed the business development, sales, and marketing activities. Orchestrated the creation and drafting of the business plan as well as the commercial and financial presentations for customers, investors, banking and government agencies. Member of the Board of Directors, and actively involved in setting operational strategy.

- Generated over \$4 million in new business in the first 6 months of operations, establishing the commercial foundation for success of the enterprise.
- Secured the business' first contract with the state's DOT resulting in over \$400,000 in revenue.
- Won a \$15 million contract by modifying and meeting Oregon and Idaho state specifications for aggregate materials in concrete and asphalt pavements. Created an exclusive product position in the marketplace.

CROWN CORK & SEAL COMPANY, Seattle, WA

1999-2003

A leading supplier of rigid packaging to the personal care, food and household chemical markets.

Vice President – Sales and Marketing

Directed the sales, marketing and operations across 21 distribution centers with over 180 people managed through 7 regional managers with a \$150 million operating budget. Accountable for forecasting and achieving sales and profitability targets, inclusive of operational cost targets, gross margins and inventory turns.

- Grew sales from \$130 million to \$200 million in 3 years and set new record for EBITDA performance by reorganizing and redesigning the organization for accelerated field decision-making and improved customer satisfaction.
- Won \$10 million in new business which included: Avon, Orange Glo, and S.C. Johnson by introducing a new strategy for capturing fringe business from national brand consumer packaging companies
- Reduced period costs over \$500,000 by developing and implementing new standard operating procedures, and accelerated inventory turns from 4.3 to over 8.

FAURECIA, Port Townsend, WA

1998 - 1999

Leading supplier of automotive Ride Control shocks/struts and exhaust systems with aftermarket and OE sales exceeding \$3 billion worldwide.

Vice President – Sales and Marketing, North America Aftermarket

Directed over \$700 million in sales with 500 sales and marketing associates managed through 7 direct and 2 indirect reports. Reported to the Senior VP/GM of North America Aftermarket. Responsibilities included: brand strategy, product mix, new product development, wholesale channel management, pricing strategy and downstream promotional and trade policies. Bench-strength for VP/GM position.

- Increased the premium product mix by 5 points and signed new business exceeding \$65 million by launching two new products for ride control and exhaust, and an over-arching product segment marketing philosophy.
- Reduced breakeven by \$7 million. Restructured the sales and marketing organization for greater accountability, functional excellence, and cost control.
- Salvaged an eroding relationship with our largest customer—NAPA Auto Parts, at \$120 million—and set the stage for increased business.

3M MATERIALS GROUP

1995 - 1998

Industry leader in pressure sensitive adhesive materials for the packaging and labeling industry with \$ 1.2 billion in international business. A division of 3M Corporation, a \$3 billion business.

VP - General Manager – Product Identification Division

1997 - 1998

Full P&L responsibility for a \$300 million business unit driving product development, manufacturing resource deployment, sales & marketing, and financial reporting. Division organization included 5 direct reports and 2 indirect.

- Established customer segment strategy that grew sales by 3% in a declining market and improved pricing by 2% over prior year.
- Created 6 stand-alone operating Divisions based on customer segmentation distinctions, and re-deployed a 300 person Sales, Service and Logistics organization into the 6 operating Divisions. Overcame significant resistance in the Sales team, resulting in a cost reduction of \$500,000.
- Increased market share by 12 percentage points in a \$50 million specialty market segment over 18 months and improved margins by 5%. Increased sales and profits for entire division.
- Successfully introduced an improved, lower-cost, dairy-label product increasing sales by \$5 million in the first year and improving margins by 5 percentage points.

General Manager – Sales, Service and Logistics

1995 - 1997

Led a 300- person organization responsible for sales, service, finishing unit manufacturing, distribution and materials planning. The organization represented two operating divisions and achieved sales of \$700 million.

- Reduced overhead \$750,000 by reorganizing and consolidating Customer/Technical Service from five satellite locations into a single co-located center of excellence.
- Reduced costs \$3 million by guiding cross-functional teams and restructuring Field Sales.

- Increased premium film-based sales over 12% vs. prior year through product training of sales and targeting specific market segments.
- Rationalized the outlying Finishing Center Network resulting in annual savings of \$1.3 million reducing total cost per unit by 5% and improving time-to-delivery.

IMTEC, INC., St. Paul, MN

1989 - 1995

Global Leader in Laminate Systems with manufacturing locations in the U.S., Asia/Pacific and Europe with \$750 million in sales.

General Manager, Industrial Laminates Division

1995 - 1995

Reported to the President with full P & L responsibility for a \$40 million business unit. Key objectives centered on reversing the erosion in Operating Income and determining the long-term strategic position.

- Reversed eroding operating income with a rapid focus on pricing discipline, shop floor control, and customer mix decisions resulting in an improvement in operating income from 3% to 8% of sales.

Director, International Quality and U.S. Operations

1991 - 1995

Reported to the President and the VP of U.S. Operations. Directed manufacturing operations across 6 sites, with over 1000 employees having a sales volume of \$250 million. Directed the international quality program for quality systems and compliance to industry standards in all global manufacturing locations. Developed Total Quality Leadership program. Direct reports: 10 in the U.S. and 5 indirect reports at the international locations.

- Saved \$18 million by cutting scrap rate 20%; spearheaded SPC and ISO 9002 initiatives. Led the implementation of Statistical Process Control (SPC) systems across all manufacturing sites within 12 months.
- Reduced overhead by \$8.5 million, improved productivity by 25% and lowered scrap by 33% with emphasis on team problem solving and process improvement skills training.
- Guided the successful registration to ISO 9002 for 6 manufacturing sites and HQ operations, plus two international units over the course of 18 months.

General Manager, Laminate Systems – Europe

1989 - 1992

Reported to the President, with full P & L responsibilities for a \$70 million operation with 7 direct reports; total census was 350. Primary objectives were to return the business to profitability, and set a course for penetrating Eastern Europe & former Soviet Union.

- In the first year, lowered break-even by 25% and generated positive net income swing of \$1.3 million in the face of a 20% decline in the market.
- Restructured and re-focused the marketing and sales organization to emphasize premium value selling leading to share gains of 2% points and minimizing price erosion.
- Boosted profit 145% despite 8% revenue decrease in declining European market; focused on product mix and rightsizing.

ADDITIONAL IMTEC EXPERIENCE:

Held roles of increasing responsibility encompassing both international and domestic business, including: extensive business development in Asia and Europe. Positions included: Director, Product Management, Manager, Sales And Marketing, Manager, Marketing Services, Manager, Business Strategic Planning, Procedures Analyst.

EDUCATION

MBA, Argosy University, Seattle, WA

BS, Economics and Political Science, University of Minnesota, St. Paul, MN
Graduated with honors