

# MARK J. HEUER

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## MANAGEMENT HALLMARK

Senior Sales & Operations Manager with ability to analyze and execute turnaround strategies to restore profitability and drive sales & revenue growth. Functional expertise in project management, supply chain solutions, profit and loss budgeting, leveraging assets, human capital development, acquisition & integration and sales & client relationship management.

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## DISTINCTIVE CREDENTIALS

### Operational

- 22% average profitability improvement in multiple operations through strategic execution.
- \$50K+ reduction in leasing costs by implementing Gantt chart scheduling against rental equipment utilized on multiple construction sites.

### Profitability Improvement

- Expertise in planning, training, resource management, and infrastructure-building.
- 25% reduction in merchandise input achieving \$420K annualized cost saving through improved inventory utilization and program implementation.

### Human Capital Management

- Managed \$18M territory for Office Coffee / Vending Provider.
  - \$5M retained in healthcare revenue through improving delivery of full orders to 100% in first 2 weeks of taking over facility by establishing accountability in through-put & improved flow process management.
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## EXPERIENCE

MJH BUSINESS CONSULTING – Kewaskum, WI (2006-2010)  
**OPERATIONS CONSULTANT**

Lead innovative change initiatives for small to mid-size businesses. Consultancy scope includes coaching and mentoring owners in unit cost and productivity analysis, problem resolution, human capital management, and driving customer loyalty and retention.

### Sales Performance Management:

Leading Tree Cutting Business, Atlanta, GA

- Increased transaction close ratios through management partnership sales strategy.
- Implemented sales performance management program to quantify coaching effectiveness. Revenue and sales increased by 60%.
- Reduced AR file by 66% in first four weeks of consultancy.
- Secured Client Reference for scope of consultancy.

### Operational Enhancement:

Electrical Contractor, Elgin, IL

- Operational oversight for \$8.5M contracting company with 55 employees.
- Met with Contractors and Principle Clients on large Menard's retail construction sites monitoring electrical construction progress. Maintained documentation and ongoing communication through emails and consistent telecommunication.
- Facilitated on-site and internal problem resolution on multi-pronged, highly complex support issues and kept customers informed of progress.
- Grew profit to 20% through add orders, cost containment strategies, software installation and utilization, improved internal and on-site controls, and productivity/efficiency improvements.

Home Instead Senior Care - Green Bay, WI

(2009)

### DIRECTOR CLIENT EXPERIENCE

Assisted in leading in strategic direction of three independently owned franchises and charged with meeting administrators, elderly clients, and their families in problem resolution through meeting with them in person, by phone and letter and electronic documentation. Further worked with the Home Instead support staff in which serves the overall process to enact resolutions.

Supported our Military in Umm Qasr, IRAQ

(2008)

\$8475M Global Engineering, Construction and Services Company

### PROCUREMENT MANAGEMENT, G&I, IRAQ

Serving in Iraq as buying agent under LOGCAP III contracts. Program and project management to military and civilian branches of the government worldwide. Negotiate procurement of vital parts and supplies for subcontractors. Prepare RFQ's in response to material requirements established by field operations or project management.

**FILTER FRESH CORPORATION**– Chicago, IL (2002-2006)*US Division of Van Houtte Café, with \$377.6M Revenue in 2006***GENERAL BRANCH MANAGER – to - DIRECTOR OF CENTRAL US OPERATIONS**

Recruited to a \$6.5M branch and promoted to replicate success and establish strategic direction for \$18M territory. Spearheaded full spectrum of employee management and development, including quality assurance, hiring, training, coaching, and performance management. Formulated business plans, forecasting, acquisition integration and oversight.

*Operational  
Excellence:*

- Re-engineered route structure and customer service delivery system, exceeding budgeted profitability by 41% and saving \$12K every month.
- Conducted due diligence and project-managed six acquisitions with combined value of \$13M.
- Restructured back office operations, reducing staff by 35%.
- Cost reductions of 35% / \$700K.
- Introduced competitive retention strategy; ground breaking approach resulted in corporate closing \$1.2M renewal contract with flagship national account.

**NATIONAL LINEN SERVICE**– Atlanta, GA (2000-2002)*\$310M Division of National Services, INC.***GENERAL SALES & OPERATIONS MANAGER***Atlanta, GA; St Louis, MO; Portsmouth, VA*

Chosen to step into leadership role and turn around three (3) underperforming business units located in diverse markets in the US. Monitored P &L, forecasting, cost containment, and total financial personnel restructure. Created and implemented strategies to optimize efficiency and align infrastructure to eliminate redundancy. Established remediation plans to restore profitability and leverage human capital.

*Operational  
Excellence:*

- Implemented standard operating procedures and key performance indicators to establish accountability for delivering revenue objectives.
- Streamlined administrative support organization reducing production labor costs by 14%.
- Launched initiative to reduce inventory input by 25% in every location served.

*Financial  
Results:*

- Reversed monthly losses of -21% to 5% profit margin in less than three months in St. Louis.
- Restructured operations in three plants. Increasing profitability in Atlanta from average 5% to 27%.
- Turned around average monthly losses of -16% to 3% profit in three months in Portsmouth, VA.

**BAY TOWEL LINEN & UNIFORM RENTAL**– Green Bay, WI (1991-2000)**REGIONAL SALES & OPERATIONS MANAGER**

Joined company as Route Manager and transitioned through progressive responsibility. Promoted to Regional Sales & Operations manager with direct oversight of marketing, sales, financial, and human capital development functions.

*Significant  
Contributions:*

- Created sales strategy to solidify major account relationships contributing 31% of \$12M revenue.
- Achieved industry benchmark customer retention of 99%.
- Led migration to route sales business model which delivered consistent YOY revenue growth.

**EDUCATION/  
TRAINING****LEVINSON INSTITUTE BUSINESS MANAGEMENT****DALE CARNEGIE LEADERSHIP DEVELOPMENT**