

MARK J. HEUER

Sales and Operations Director

C (678) 994-4089 - markheuer1@yahoo.com

EXECUTIVE HALLMARK

Senior sales and operations director with legacy of designing and implementing high-impact, high-value sales and new business development strategies to drive revenue growth. Functional expertise in operational planning and analysis; pipeline management coupled with developing performance-driven teams and business partnerships to achieve results.

DISTINCTIVE CREDENTIALS

Sales Performance Management

- Crafts and executes comprehensive sales growth and new business development strategies.
- Focus on solidifying impenetrable customer relationships as sole vendor of choice.
- Solid negotiation skills critical to winning over high-level executive partners and decision makers.

Operational Enhancement

- Leads culture change through restoration of individual accountability, establishing incentives for performance and transforming organization from stagnation to productivity.
- Constantly striving to reduce issue complexity to simplicity, maintains focus on results.
- Effective at prioritizing identified risks and devising response implementation strategies.

Profitability Improvement

- Skilled in operational planning and analysis, project management, and acquisition integration.
 - Identifies opportunities for expense management and inventory utilization.
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EXPERIENCE

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

OPERATIONS CONSULTANT/PRESIDENT

Lead innovative change initiatives for small to mid-size businesses. Consultancy scope included unit cost and productivity analysis, process improvement, 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%.
- Established financial plan with targets to control expenses and expense ratio. Reduced AR file by 66% in first four weeks of consultancy.

Operational Enhancement:

Electrical Contractor, Elgin, IL

- Operational oversight for \$8.5M contracting company with 55 employees.
- Revamped expense management process; negotiated favorable pricing with vendors and increased on-hand inventory utilization, resulting in 12% expense reduction.
- Grew profit to 20% through cost containment strategies, improved internal controls, and productivity/efficiency improvements.

Profitability Improvement:

- Negotiated new material pricing with suppliers and maximized utilization of materials on hand.
- Implemented new scheduling system to boost bottom-line profit and employee productivity.

Home Instead Senior Care - Green Bay, WI

(2009)

DIRECTOR CLIENT EXPERIENCE

A partner with the Senior Leadership Team and charged with creating a WOW experience for elderly clients, their families and the friends that care most for them, as well as, the Home Instead support staff in which serves the overall process. Further assisted in strategic direction of the company in process and financial management of three independently owned franchises.

Supported our Military in Umm Qasr, IRAQ

(2008)

\$8475M Global Engineering, Construction and Services Company

PROCUREMENT MANAGEMENT, G&I, IRAQ

Serving in Iraq (Middle East Operations) as buying agent for GSA 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.

EXPERIENCE

FILTER FRESH CORPORATION– Chicago, IL (2002-2006)
US Division of Van Houtte Café, with \$377.6M Revenue in 2006

DIRECTOR OF CENTRAL US SALES OPERATIONS

Recruited to replicate success and establish strategic direction for \$18M territory with staff of 100. Spearheaded full spectrum of sales management and new business development, including quality assurance, hiring, training, coaching, and performance management. Formulated business plans, market expansion, budget forecasting, acquisition integration and oversight.

Sales Performance Management:

- Introduced competitive retention strategy; ground breaking approach resulted in corporate closing \$1.2M renewal contract with flagship national account.
- Led expansion into Florida market, restructured Texas operations, and consolidated five branches.
- Drove 41% average profitability gains in six diverse competitive markets.
- Generated \$800K in sales and grew customer retention by 7%.

Operational Enhancement:

- 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% with cost reduction of 35% and savings of \$700K in an operation with budget of \$6.5M.

NATIONAL LINEN SERVICE– Atlanta, GA (2000-2002)
\$310M Division of National Services, INC.

AREA SALES MANAGER/GENERAL MANAGER

Atlanta, GA; St Louis, MO; Portsmouth, VA

Chosen to step into leadership role and turn around three 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.

Sales Performance Management:

- Crafted and positioned new management team to launch expansion into Dallas market.
- Boosted professional weekly route sales average from \$45.00 to over \$175.00 ancillary sales by 288% through effective training and accountability.

Operational Enhancement:

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

Profitability Improvement:

- Reversed monthly losses of -21% to 5% profit margin in less than three months in St. Louis.
- Restructured operations Atlanta, increasing profitability from average 5% to 27%.

BAY TOWEL LINEN & UNIFORM RENTAL– Green Bay, WI (1991-2000)

REGIONAL SALES & OPERATIONS MANAGER

Joined company as Route Manager and drove revenue growth and profitability through promotions with progressive responsibility. Promoted to Regional Sales & Operations manager with direct oversight of marketing, sales, financial, and human capital development functions. Generated sales leads, managed sales pipeline, and manned company booth at trade shows.

Sales Performance Management:

- Led migration to route sales business model which delivered double-digit YOY revenue growth.
- Created sales strategy to solidify major account relationships contributing 31% of \$16M revenue.
- Achieved industry benchmark customer retention of 99%.

**EDUCATION/
TRAINING**

LEVINSON INSTITUTE BUSINESS MANAGEMENT

DALE CARNEGIE LEADERSHIP DEVELOPMENT