

Resume

William Phillips

EXECUTIVE PROFILE

Senior corporate executive with expertise in Sales, Marketing, Operations and Engineering, has strengths in identifying markets for penetration, acquiring technology, developing and launching new products, managing the flow of information from sales through engineering and manufacturing, managing capital projects, and orchestrating people and talents.

BACKGROUND SUMMARY

Career spans more than twenty years of business and management experience directing companies, focusing on niche market development, producing profitable turnaround and growth situations, increasing throughput, streamlining design, engineering and manufacturing systems and processes, and delivering products and projects on time, on schedule and under budget that meet customer expectations. Developed expertise in working with customers to develop new products, design and integrate systems and processes, and building and directing sales and operational teams in manufacturing industries. Designed, engineered, built and integrated simple machines to multi-million dollar material handling systems. Engineered successful business endeavors in the product areas of material handling, controls, production machining, machine tool and process systems, and marketed these product lines to diverse industries such as automotive, construction, machine tool, marine, housing and food. Possess extensive hands on experience in system integration, project management, prototype/new product development, developing scope documents and product specifications, machinery design, CAD design, component specification, purchasing, inventory control, technical training and technical communication. Earned a reputation as a hands-on executive, building empowered winning teams across departmental lines in \$5-\$45 million companies.

ACHIEVEMENT SUMMARY

Focused management team resources to develop statements of corporate vision and supporting strategic business and marketing plans.

Developed empowered teams to execute strategic business and marketing plans.

Focused team resources to develop new products and systems to meet company and customer requirements.

Focused corporate resources to develop targeted markets by:

- expanding current markets and products
- developing and launching new products based on market research
- developing and implementing quality programs and their supportive measurement and reporting systems
- weeding out unprofitable and non-productive products.

Focused corporate resources to improve existing and develop new products and systems by:

- developing project specifications by working with customers and the sales team
- developing, designing and manufacturing new products
- developing processes and systems to streamline the manufacturing processes

Developed engineering departments including hiring, training and equipping teams of engineers,

designers and draftsmen.

Developed supplier base to support operations activities including installation of systems.

Developed empowered teams to integrate manufactured systems.

Developed empowered teams to design and build standard and custom machinery and systems.

These efforts yielded:

- Productivity increases of 100%
- Gross margin increases of 30%-50%
- SG&A decreases
 - significant cash flow increase derived from management of accounts receivable and inventory and the resultant profit from operations
- Capacity increases of over 100%
- Took a manufacturing company a half million dollars in the red and reached the breakeven point in less than one year, increased sales to \$5 million per year in two years, a 500% increase, while working within the constraints of a large company and the UAW
- Improved project management focus across the organization streamlining and improving communication and flow of information
- The integration, installation and successful startup of many large scale material handling systems on time, on schedule and under budget
- The successful design and build of hundreds of machines

CAREER HISTORY

Strategen

2002-Present

An implementation consulting firm focusing on increasing margins, increasing sales volumes, , improving productivity and driving change in small to medium size manufacturing companies and providing contract CEO, Chairman and Director assistance.

Vice President and Principal

Assignments:

- Executive & General management, Operations management and Sales management
- Strategic business plan development, implementation and follow-up
- Strategic marketing plan development, implementation and follow-up
- Market and product development – bring focus to targeted markets and new product opportunities
- Sales personnel training
- Productivity improvement – design and implement programs
- Plan and implement budget systems
- Streamline and optimize direct and operating staff levels
- Improve project management mentality/focus of organization at all levels
- Recruitment of technical Sales and Operations personnel
- Acquisition and Divestiture projects – locate potential acquisition candidates and develop divesture packages

Applied Project Integration, Inc., 1999-Present
An implementation consulting firm focusing on manufacturing companies, providing project management, engineering and management consulting services.

President and Owner

Assignments:

- Business coach & mentor helping growing companies increase throughput, implement systems & processes, develop & introduce new products, penetrate new markets, keep projects within scope, on time and on budget, improve information flow, build accountability and improve profits
- Project Management: manage capital projects from single machines to multi-million dollar systems
- Engineering Services: project, design and industrial engineering support
- Integration of Manufactured Systems and Machinery

General Motors Corporation, Worldwide Facilities Group, Lansing, Michigan 1996-1999
[Contracted through Control System Integrators]

An automotive manufacturer producing vehicles and parts

General Manager/Construction Coordinator/Project Engineer/Sales

Assignments:

- Coordinated, Managed and Supervised the efforts of (8) GM Skilled Trades Supervisors & (200-400) GM Skilled Trades employees – Decommissioning and Construction activities throughout five Lansing facilities
- Managed the Fab World business
 - Built ergonomic and material handling equipment and systems for North American General Motors facilities
 - Directed the marketing, engineering and manufacturing efforts
 - Worked with customers to define need and develop solutions and close sales
 - Designed, Engineered and Cad Drafted to support manufacturing
 - Responsible for Cost-Estimating, Quoting, Purchasing, Sales and Marketing decisions
 - Increased annual sales from less than one million dollars to five million dollars in two years

Mitek Industries and Ergodynamics, Earth City, Missouri 1994-1996

A world leader in the design and manufacturing of wood truss machinery and ergonomic material handling machinery. Mitek purchased Diamond Machinery and Ergodynamics (employed from 1987-1994)

Engineering Manager/Lead Project Engineer

Assignments:

- Responsible for all engineering support for two product lines consisting of over 60 machines
- Hired, Managed, Coordinated and Supervised the efforts of 14 Engineers, Designers, and Cad Draftspersons
- Worked with product managers and sales team to define customer needs and close sales
- Wrote and Evaluated product specifications for new and existing products

- Designed, Engineered and Specified mechanical, hydraulic, pneumatic and electrical components, controls and systems.
- Created operator and maintenance manuals for new and existing machines

Diamond Machinery and Ergodynamics, Lansing, Michigan 1987-1994

A manufacturer of wood truss machinery and ergonomic material handling machinery.

Design and Project Engineer, Plant Manager

Assignments:

- Oversaw operations for engineering, purchasing and manufacturing
- Designed, Engineered, Installed, Troubleshoot and Consulted to support the manufacturing of specialty machinery with an ergonomic/biomechanical emphasis and wood truss fabricating lines
- Developed new machinery and concepts governed by customer needs
- Supervised engineering, manufacturing, administrative, installation and consultant personnel

Miscellaneous Employment, Detroit, Michigan 1985 & 1986

Metal Fabricator. Aluminum and Architectural Metals Company

Rigger and Machinery Erector. International Industrial Contracting Corporation

PROFESSIONAL SERVICES

Adjunct Instructor – Northwood University, Lansing, Michigan 2001-Present

Teach junior and senior level bachelor degree management classes including Applied Management, Operation Management, Production Management, Environmental Science and Quantitative Methods

EDUCATIONAL BACKGROUND

Master of Science, Business Administration, Central Michigan University 2000

Bachelor of Science, Engineering, Michigan State University 1987

Associate of Science, St. Clair County Community College 1984

QUALIFICATIONS

Computer Experience

Microsoft Office (Word, Excel, PowerPoint, Publisher, Outlook, Business Contact Manager) Microsoft Project, Microsoft Visio, AutoCAD, QuickBooks Pro, Adobe Acrobat, Adobe Photoshop, Microsoft Streets and Trips, and ETO/MRP systems

Certifications

E.I.T. - Completed part one of the Professional Engineer Examination April 1, 1987

Training - General Motors Classes

Project Management Process, Ergonomic Awareness, Lockout Energy Control, Substation Safety, Four Phase Vehicle Development Process