

Resume

Louis J. Busalacchi

EXECUTIVE PROFILE

Senior corporate executive and Chief Executive Officer with expertise in manufacturing, has strengths in identifying markets for penetration, acquiring technology, business acquisition and divestiture, developing and launching new products, and orchestrating people and talents.

BACKGROUND SUMMARY

Career spans more than thirty years of business experience directing multidivisional companies, focusing on niche market development, and producing profitable turnaround and growth situations. Engineered successful business endeavors in the product areas of material handling, controls, foundry, forging, hand tools, printing, production machining, die cast, machine tool and process systems, and marketed these product lines to diverse industries such as automotive, machine tool, molding and cutting tool, marine, food processing, furniture, tooling, and cabinetry. Earned a reputation as a hands-on executive, building empowered winning teams across departmental lines in \$5-\$45 million companies. Developed expertise in global business, international product licensing, business acquisition and divestiture and technology transfer.

ACHIEVEMENT SUMMARY

Focused management team resources to develop statements of corporate vision and a supporting strategic plan.

Developed empowered teams to execute the strategic plan.

Focused corporate resources to develop targeted markets by

- developing and launching new products based on market research,
- acquiring targeted technologies through domestic and international licensing, cross licensing and merger strategies,
- developing and implementing quality programs and their supportive measurement and reporting systems,
and weeding out unprofitable and non-productive products.

These efforts yielded

- productivity increases of 100%,
- gross margin increases of 30%-50%,
- SG&A decreases of 40%,
- significant cash flow increase derived from management of accounts receivable and inventory and the resultant profit from operations.

CAREER HISTORY

Strategen

1995-Present

An implementation consulting firm focusing on small to medium size manufacturing companies, providing contract CEO, Chairman, Director or consulting services.

President and CEO

Assignments:

General management, Operations management and Sales management

Business plan development, implementation and follow-up

Market and product development projects focusing on targeted markets and new products

Sales personnel training

Recruitment of Sales and Technical personnel
Acquisition and Divestiture projects
Technology acquisition and transfer projects
Productivity improvement programs
Plan and implement budget systems
Streamline and optimize direct and operating staff levels

ROBERTS SINTO CORPORATION, Lansing, Michigan 1991-1995
A Japanese owned, multidivisional capital goods and systems company serving the North American automotive engine and transmission and general foundry markets with automated standard and custom engineered machinery and systems.
President and Chief Executive Officer/Director of Roberts Sinto Corp. and Director of Wixom Products Inc.

Turned five straight years of losses into a middle six-figure profit in 24 months through a 50% increase in margin, and a reduction in SG&A from 26% of sales to 16%
Developed and implemented the strategies to grow the business from \$12.5MM losing \$1.25MM to \$45MM with a bottom line profit of 16% after tax
Developed project teams through empowerment
Focused the sales activity to targeted markets, customers, and products, doubling sales volume
Successfully introduced thirteen profitable new products and systems
Reorganized and focused the "Crosby" Quality Program into a "Roberts Sinto" Quality Program
Doubled productivity per employee
Quickly won employee confidence and created a team oriented work environment
Developed a vision and implemented a strategic plan
Significantly increased cash flow by focusing on accounts receivable, inventory, and profits
Established a long term capital budgeting and justification system

KOHLER GENERAL CORPORATION, Sheboygan Falls, Wisconsin 1983-1991
A multidivisional capital goods marketer and manufacturer
Corporate Vice President, Director/Vice President of Marketing and Engineering
Chapter 11 turnaround in one year
Successfully developed and marketed 38 new products
Penetrated the Asian and European and national markets with a focused target strategy
Improved margin by 30%
Weeded out unprofitable, unfocused products
Established empowered project teams to improve customer service and project performance
Negotiated product license agreements in Europe and Asia
Downsized company to fit stockholder capital requirements

LITTON UHS-AUTOMATED VEHICLE SYSTEM, Zeeland, MI **Vice President Marketing and Sales**
An automatic guided vehicle manufacturer (formerly Bell and Howell)

MERIDIAN CORPORATION, Columbus, WI **Vice President/Operations Manager, Vice President-Sales**
Chapter 11 turnaround of a manufacturer and supplier of automatic warehouse systems

HUGHES COMPANY, Columbus, WI **Marketing Manager**
Turnaround of a food processing equipment manufacturer
CALGON CORPORATION, Milwaukee, WI **Regional Sales Manager**
BARON-BLAKESLEE INC., Milwaukee, WI **Sales Engineer**

Milwaukee School of Engineering

Technology, 1969

Milwaukee Area Technical College

EDUCATION

Master of Science, Engineering Management, 1974

Bachelor of Science, Mechanical Engineering

Associate Degree, Metallurgical Engineering Technology, 1966

Proficient in Microsoft Office and business systems