



Louis J. Busalacchi Resume

EXECUTIVE PROFILE

Senior 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.

Founder and Consultant

2017-Present

President and CEO

1995-2016

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 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
Turnaround of a food processing equipment manufacturer

Marketing Manager

CALGON CORPORATION, Milwaukee, WI

Regional Sales Manager

BARON-BLAKESLEE INC., Milwaukee, WI

Sales Engineer

JOHNSON CONTROLS, INC., Milwaukee, WI

Purchasing/Project Engineer

EDUCATIONAL BACKGROUND

Master of Science, Engineering Management, Milwaukee School of Engineering 1974

Bachelor of Science, Mechanical Engineering Technology, Milwaukee School of Engineering 1969

Associate Degree, Metallurgical Engineering Technology, Milwaukee Area Technical College 1966

QUALIFICATIONS

Computer Experience

Proficient in Microsoft Office, CRM and business systems