
Pulp & Paper Professional

Multifaceted leader with strong industry knowledge and reputation for successfully delivering results.

Highly experienced professional possessing widespread experience in the Pulp & Paper Industry including business development, field service, project management, capital project implementation, startup and optimization. Offering strong leadership, interpersonal skills focused on team development and quality of work with proven success. Skilled at enhancing the customer experience through problem solving (either in a technical or commercial environment) and at identifying ways to protect margins while providing client optimal value, proactively monitoring customer issues and resolving them effectively.

Highlights of Expertise

- Field Sales/Service
- Strategic Business Planning and Analysis
- Relationship Development / Management
- Financial Analysis/ P&L Accountability
- Teambuilding and Leadership
- Root Cause Analysis / Problem Solving
- Strategic Marketing / Pricing
- Process Redesign / Change Management
- Project Management
- Sales / New Business Development

Career Experience

HD Supply— Atlanta, Georgia - Hospitality Specialist

2018 to 2019

Provided vertical specific expertise to one of the largest distributors in North America.

- ♦ Managing and profitably growing sales in the Minneapolis market to achieve yearly growth goals.
- ♦ Leveraging extensive knowledge of markets to rapidly convert multiple “shut out” clients.

TAPPI (Technical Association of the Pulp & Paper Industry)— Peachtree Corners, Georgia

1999 to 2017

Delivered executive-level leadership for the largest professional association providing solutions for the P&P industry.

VICE PRESIDENT OF OPERATIONS (2006 to 2017)

Provided strategic leadership and expert opinion regarding business optimization; successfully eliminated a \$3.4M operating loss on \$7M of revenue, establishing sustainable and profitable operations. Maintained control of diverse business functions, working with Board of Directors and senior leadership team regarding financial planning, budget administration, human resources and marketing activities. Previous roles at TAPPI included: Vice President- Supplier Business Unit, Business Development Director, Business Development Manager and Technical Operations Manager.

- ♦ Turned around business to profitability after more than a decade of losses; delivered sustainable results, grew membership and created outsourcing solutions.
- ♦ Analyzed P&P industry trends and needs in order to effectively apply them to TAPPI’s strategic plan.
- ♦ Delivered consistent results while overseeing departments responsible for: global marketing, technology, account management, ~25 annual conferences and exhibits; ~400 press titles, ~500 standards documents, ~50 e-learning modules & webinars, ~10 periodic publications (b2b and peer reviewed), ~22,000 technical documents, 1,500+ active volunteers, vendor supply chain, all committee activities, standardized safety product lines (over 170,000 tests), and management of 5 separate associations.
- ♦ Managed recruiting and staffing initiatives, building and mentoring high-performing teams.

- ♦ Launched a new business standardizing safety orientation and verification for the industry (TAPPISAFE); gained rapid industry acceptance and double-digit year over year growth since inception with orientations provided to over 100,000 unique students, bringing new high-margin revenues.
- ♦ Acquired the for-profit publication Pulp & Paper Magazine; merged into existing Paper 360 publication expanding both reach and content, solidifying market leadership position.
- ♦ Successfully led project to launch new responsive design website (~25,000 pages) including new content management system leveraging new design, taxonomy, online communities, and improved navigation.
- ♦ Proactively managed key partnerships and developed new relationships to generate revenue, grow existing product lines, obtain market knowledge and identify potential new value-added products.
- ♦ Established a new business unit, providing boutique association management services to five related non-profit organizations; served as Executive Director of two associations managed by TAPPI – Association of Suppliers to the Paper Industry (ASPI) and the Pulp and Paper Safety Association (PPSA).

Beloit Corporation Pulping Group**1995 to 1999***Provided field service and project management to a global supplier to the Pulp & Paper Industry***PROJECT ENGINEER (1997 to 1999)**

Improved financial, troubleshooting, problem-solving and relationship development skills through directing all aspects of major customer orders totaling \$8 million.

- ♦ Managed redesign of proprietary capital equipment (avoiding litigation) for \$2 million *Engineer, Procure, Construct* (EPC) project which required leading budget, forecasting, process, mechanical, installation, commissioning teams. Achieved on time and on budget start up.
- ♦ Successfully managed multiple other system projects from conception to start-up and optimization.
- ♦ Designed process flowsheets and material balances, process and instrumentation diagrams that contributed to meeting performance guarantees.
- ♦ Rapidly resolved internal and customer issues which led to cost effective solutions.

FIELD SERVICE ENGINEER (1995-1997)

Traveled extensively worldwide to customer sites to perform mechanical check and startup of new equipment.

- ♦ Troubleshoot high stress situations and supervised personnel which ensured problem free start-up.
- ♦ Performed critical role during startup of \$300 million *Fiberline* project in remote Indonesia which included training non-English speaking personnel and serving as night area supervisor.
- ♦ Prepared proposals including technical discussion, equipment sizing, terms and conditions, and pricing.

Simpson Paper Company; Interstate Food Processing Corporation**1993 to 1994**

- Engineering Assistant

Education & Credentials

Bachelor of Science in Mechanical Engineering, University of Maine

Honors: Full Tuition Pulp and Paper Foundation Scholarship

New Product Development Professional Certification, PDMA