

1261 Via Landeta
Palos Verdes Estates
California 90274
Tel:
Fax:

Commanderie de Moulins
86120 Bournand
France
Tel:
Fax:

Consumer products global operating executive successful in achieving consistent profit and sales growth. European-focused and experienced with brand development, team building, mergers, acquisitions, divestitures, turnarounds and strategic alliances.

Mattel, Inc., El Segundo, California
Executive Vice President, Europe, Middle East, Africa

1990-Present

Direct \$1.1 billion, 17 subsidiary, 800-person team with full P & L responsibility including finance, manufacturing, marketing and sales, systems, logistics and sourcing.

- Increased profits from \$90 million to \$230 million, revenues from \$500 million to \$1.1 billion
- Created \$ 15 million annual tax-saving by negotiating with the Dutch government
- Opened eight wholly-owned subsidiaries in Eastern and Western Europe
- Quadrupled profits and doubled revenues of Fisher-Price following our successful acquisition
- Redirected two European-based design and development groups to create products for sister companies, generating sales of \$95 million

United States Postal Service, Washington, D.C.
Senior Assistant Postmaster General - Marketing & Communications Group

1988-1990

Recruited by Anthony Frank, Postmaster General, to generate increased income within the \$40 billion, 800,000 employee organization. Developed a series of initiatives improving service, morale and revenue, including impactful retail activities in 30,000 post offices, creative stamp programs and strategic alliances with foreign postal administrations.

- Generated \$50 million income by securing worldwide Olympic sponsorship for 1990 winter and summer games

Polaroid Corporation, Cambridge, Massachusetts
Vice President, North American Marketing Operations (1984-1988)

1964-1988

Directed \$800 million, domestic consumer photographic and video business, \$60 million Canadian subsidiary and worldwide strategic planning. Operation included 700 employees in marketing, sales, advertising, finance, purchasing, distribution, personnel and customer services.

- Increased profits 16% in 1986, 20% in 1987
- Introduced Polaroid to the blank video tape market in 1984, becoming the U.S. market leader in 1987
- Heightened management sense of ownership by creating a margin-related bonus program based upon the establishment of localized cost centers

Vice President International Operations (1982-1984)

Complete P & L responsibility for 22 wholly-owned subsidiaries and 120 distributor markets with a staff of 1,500 people worldwide.

- Increased annual profit 13%
- Established and staffed regional offices in Tokyo and Paris

Divisional Vice President-International (1979-1982)

Managed staffing and planning for sales and marketing of consumer photographic and sunglass products outside the United States.

- Created 10% revenue increases by developing products and strategies to compensate for the lack of new technologies
- Developed an effective strategy to curtail "grey market" activities and parallel imports while achieving maximum local profit and contribution

Director of Marketing-Europe (1975-1979)

Assigned to start-up European marketing center in Amsterdam

- Doubled camera unit sales during four-year period, increasing market share 20% despite Kodak's entry into the instant market

Various Marketing and Sales Assignments (1964 - 1975)

U.S. Army, 1st Lieutenant Served in France and Germany

1961 -1964

University of Pennsylvania, Wharton School, Bachelor of Science in Economics

1961