

People point to three words to define the impact of my career: Sustainable Profitable Growth. And that's what leadership of multi-cultural manufacturing companies hire me to deliver: Sustainable Profitable Growth (\$PG).

CEOs recognize me as the acknowledged leader of lasting change, relying on me to transform their vision into the desired business result. I integrate the sales and marketing disciplines in a unique way, driving a predictable, replicatable process that ensures \$PG.

I collaborate with my team to paint a vivid picture of the desired future state. We "connect the dots" amongst customers, product development, marketing, and sales—gaining buy-in at all levels of the organization. I lead the formulation of the strategic plan, establish the metrics, build an operational structure, align the structure with the strategy, and then inspire the team to deliver on leadership's desired business result.

In the end, success lies in developing collaborative, cross-functional teams that exceed the metrics to ensure **Sustainable Profitable Growth**.

## ACHIEVEMENTS OF NOTE

### Strategic Leadership

Led the development and implementation of a multi-year strategic plan; restructured the organization to align with the plan and started consumer business.

**Result:** Increased sales by 52% in three years, contributing to double-digit operation profit as a percent of sales for three years.

### Market Expansion

Developed and implemented "Safe Steps" marketing and sales program, leading to the regional restructuring and integration of several acquisitions.

**Result:** Achieved double-digit sales and operating income growth for the first time in years.

### Organizational Transformation

Upgraded the management team significantly, with a focus on international expansion.

**Result:** Drove a 25% sales increase over two years.

### Revenue and Profit Growth

Built a new product strategy, aligned people with strategy, then led national distribution expansion.

**Result:** Reversed market share erosion and drove 9% increase which contributed to 33% revenue and 38% profit growth over three years.

## Select Employment



## Education



## Affiliations



## Leadership Competencies

- Painting a vivid picture of the future
- Collaborating with team to set the strategy and plan to get there
- Communicating with stakeholders to build trust and respect
- Inspiring and empowering teams to exceed expectations
- Identifying customer needs, market issues and opportunities and then sourcing people, resources and funding to ensure success
- Establishing metrics across the business that define, evaluate and measure performance against the plan to deliver sustainable results

## Core Strengths

- Transforms vision into reality with a leadership approach that is inclusive, collaborative and motivating
- Spots the relevant patterns and issues in execution, then designs alternative ways to proceed
- Aligns resources with the plan for maximum productivity and benefit
- Sustains the plan with a commitment to continuous improvement

## TESTIMONIALS

### Customers

"Mike is a strong leader with a high level of personal integrity, a broad business perspective, and a substantial amount of first-hand working knowledge of many countries around the globe."

"Mike always sees significant new growth opportunities outside of existing competencies and infrastructure."

"Mike has a great ability to connect the vision to execution and keep the execution on plan."

### Teams

"Mike is tenacious and can deliver results by defining what success looks like for the team as a whole, while supporting each individual's success, growth and development."

"Mike is an exceptional leader and an outstanding coach and mentor who empowers his team members, encourages them and, when necessary, demands excellence."

"Mike's greatest strength is investing himself in ensuring the success of others."

### Businesses

"Leader is the best role for Mike: he knows the people around him, assembles the right talent for each task and gets results."

"Mike has an unwavering commitment to leading the people and processes he puts in place while having a continuous eye to the future."

"In my eyes, Mike McGinn is a 'true Professional.' He is very thoughtful and a critical thinker. I value his opinion and respect his character and values."

***Leadership that makes a difference...  
for Customers, Teams, and Businesses***