

# Michael J. McGinn

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## SALES TRANSFORMATION EXPERT

*...integrating Sales, Marketing and Product Development to achieve Revenue Growth and Sustained Profitability*

**Global Sales and Marketing Executive** with extensive experience developing and executing on strategic business plans that lead to **sustainable growth and profitability** in CPG and B2B manufacturing companies – ranging in size from Fortune 50 to VC backed start-ups. **Transformational leader** building performance-driven work environments through outstanding leadership and communication skills, combined with razor sharp focus and discipline. Keen ability for connecting the dots among product development, marketing, and sales to drive customer acquisition and ensure alignment between market trends and company assets. Demonstrated “on the ground” **multicultural leadership** in four international locations on four continents. **MBA** credential.

### VALUE PROPOSITION | Select Accomplishments

- Strategic Leadership** | Led development and implementation of a multi-year strategic plan, restructured organization to align with the plan and started consumer business. **Result:** increased sales by 52% in 3 years, contributing to double-digit operation profit (as % of sales) three years in a row.
- Organizational Transformation** | Upgraded the management team significantly, with a focus on international expansion. **Result:** drove a 25% sales increase over two years.
- Market Expansion** | Developed and implemented “Safe Steps” marketing and sales program, leading to the regional restructuring and integration of several acquisitions. **Result:** double-digit sales and operating income growth - for first time in years.
- Revenue and Profit Growth** | Built a new product development 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.

## EXPERIENCE / CHALLENGES / RESULTS

**\$PG Solutions**, Exton, PA

**2013 - Present**

An Advisory firm, providing thought leadership and proven processes for driving Sustainable Profitable Growth.

### **Founding Principal**

\$PG partners with senior executives of manufacturing clients - big and small - to provide the repeatable revenue-generating processes and the leadership mindset necessary to drive \$PG. We draw on 20+ years of P&L responsibility for synergizing three critical functional disciplines (product development, marketing and sales) into an integrated, focused team - on a global scale, across multiple industries.

**WHITFORD WORLDWIDE**, Elverson, PA

**2012 – 2013**

\$200M world leader in the manufacture of consumer and industrial *non-stick* coatings

***Head of North America Sales and Member of the Executive Team***

Recruited by Managing Director of the parent company to restructure the North American sales organization to support planned growth, with \$3M budgetary oversight and \$30M in revenue responsibility. (Departure due to a company re-structuring)

- Re-aligned, expanded, coached and mentored the 10 person industrial sales force to increase customer “face time”, which contributed to an 11% sales increase totaling \$3M
- Introduced a “Thought Leadership-based” marketing program (via “white papers” directed to specific titles within select industrial market segments) to significantly increase new business development

**COYNE TEXTILE SERVICES**, Syracuse, NY

**2011 - 2012**

\$80M privately owned leading textile services outsourcing company

***Vice President, Sales & Marketing*** (Reported to the CEO)

Recruited to reposition the firm for rapid growth, including establishing leading edge business development tools and processes, hiring and training over 25 sales and marketing staff and implementing systems that significantly increased new revenue opportunities with P&L and \$5M budgetary oversight. (Departure due to sale of company)

- Drove 12% sales growth (totaling \$10M) by re-structuring the sales team (40 people) and implementing a fully integrated hiring, training, sales and marketing program
- Hired a marketing team that delivered a consistent brand message through all elements of the marketing communications mix and made it available to our sales team on their I -pads

**ALEXANDER PROUDFOOT**, Atlanta, GA

**2009 – 2010**

\$30M world leading operational improvement consulting firm owned by MCG

***Senior Vice President***

Recruited to develop C-level client relationships and manage multimillion-dollar client, operational improvement engagements. (Departure due to senior leadership changes)

- Successfully developed several relationships with mid-market (<1B) customers during an extremely challenging economic period that required very long sales cycles

**AVIOM**, West Chester, PA

**2007 – 2009**

\$12M venture-backed, manufacturer of industrial/ professional grade audio networking products

***Vice President, Global Marketing & Sales*** (Reported to the CEO and received equity)

Recruited to design the strategic plan, build the organization (to 15 people) and oversee market research, direct/ distributor worldwide sales, marketing, and customer service with \$2M budget oversight.

- Utilized market research to build a revenue roadmap and direct the channel strategy
- Hired directors of marketing, sales, customer service and (2) international distributor managers
- Increased sales by 25% (\$3M) by transforming the organization from a technology to a market focus and capitalizing on international market expansion opportunities through distributors.

**SHURE INCORPORATED**, Chicago, IL

**2002 – 2006**

*\$300M privately-owned global icon in the manufacture of industrial/professional grade audio products*

**Executive Vice President, Global Marketing & Sales and Chief Revenue Officer** (Reported to the CEO)

Recruited to lead strategic planning, market research, product and business development, sales, marketing, customer service and strategic alliances for all global market segments and business units with a \$30M budget, \$300M in revenue, 9 direct and 120 indirect reports.

- Played a key role, as part of the executive team, in restoring the company to profitability and increasing revenues by over \$100 M in three years with operating incomes of over 15% for the same time period
- Turned consumer group around - from millions in losses to \$50M in revenue, with double digit profits.

**ECOLAB**, St. Paul, MN & Sydney, Australia

**1998 – 2002**

*\$4B manufacturer and distributor of industrial cleaning products and services*

**Vice President, Asia Pacific** (Reported to the COO, 1999 – 2002)

**Vice President, International Marketing** (1998)

Recruited to drive strategic planning and all cross-functional teams, including full P&L oversight for 16 countries, 8 direct reports, over 1000 employees, a \$45M budget and \$300M in revenue

- Spearheaded a regional turnaround, achieving double-digit sales growth and operating income for the first time in years, by restructuring and integrating several acquisitions

**KODAK CANADA**, Toronto, Canada

**1997 – 1998**

**Vice President and General Manager, Board Member - Consumer Imaging**

Promoted by and reported to the Presidents of Kodak Canada and Consumer Imaging Worldwide, given full P&L responsibility to revitalize Kodak Canada's largest and most profitable business (\$250M in sales).

**KODAK LTD.**, London, England

**1993 – 1997**

**Director and General Manager, Board Member - Consumer Imaging Products**

Promoted to report to Chairman of the U.K. and President of Consumer Imaging for Europe. Full P&L responsibility for U.K. and Ireland (\$200M in sales).

## PROFESSIONAL

**Board Member & Advisor** | Kodak, Ecolab, Shure, Aviom and Coyne

## EDUCATION

**Master of Business Administration**

Syracuse University, Syracuse, NY

**Bachelor of Arts, History**

St. Bonaventure University, St. Bonaventure, NY