

DONALD G. SMITH

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CHIEF EXECUTIVE OFFICER

FINANCE ♦ ADMINISTRATION ♦ OPERATIONS

Highly accomplished visionary Executive with experience in operations, financial management, sales, product distribution, human resources, public relations, strategic positioning, technology development, compliance with regulatory issues, acquisitions, and strategic planning. Results-oriented, persuasive leader, with proven success in new market identification, strategic thinking, and problem solving. Proven track record of increasing sales and market share, reducing expenses, and implementing technology for increased productivity and profitability.

CORE EXPERTISE

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|-------------------------|-------------------------------|--------------------------|
| ♦ Financial Management | ♦ Strategic Business Planning | ♦ Strategic Alliances |
| ♦ Operations Management | ♦ Market Identification | ♦ Acquisitions & Mergers |
| ♦ Change Management | ♦ Technology Development | ♦ Personnel Development |
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PROFESSIONAL EXPERIENCE

HOOD COMPANY, INC. – Cedar Rapids, IA
Chief Executive Officer

2001-Present

Hand-selected to turnaround a struggling operation. Analyzed the current operations, finance, human resources, marketing and sales divisions and formulated key strategies to effect change. Devised and implemented strategic financial, public relations, marketing, brand awareness, advertising, employee productivity and outsourced grower plans, gaining consensus from the Board of Directors. Formulated an outside sales department, including hiring employees charged with marketing products to retail and wholesale operations. Formulated the mission statement and core values, and implemented performance appraisals and goals.

Key Achievements:

- ☛ Reduced total expenses by \$200,000 in a 13 month time frame through debt load restructuring, facility management consolidation, and inventory management strategies and negotiated an interest expense reduction of \$50,000 per year.
- ☛ Revamped the company through a complete image transformation, including company name change, new logo creation, brand awareness campaign and facility clean-up, which resulted in enhanced outside business participation and increased revenues.
- ☛ Instrumental in the negotiation with the state on a compliance issue, garnering a temporary operating permit in lieu of a total shutdown. Complied with the issue in 5 weeks after garnering a 90 day extension.
- ☛ Recovered over 90% of outstanding Account Receivables through negotiations with debtors.

COUNTRY COMPANY – Anytown, SD
Chief Financial Officer

1999-2001

Analyzed the reporting methods and devised control systems to accurately portray the financial position of the company. Gained consensus of employees through a personalized approach, obtaining information on job functions, garnering accountability, gathering recommendations for operational and moral improvement and setting achievable goals. Formulated strategic business plans and enhanced the image of existing retail locations.

Key Achievements:

- ☛ Consolidated information from three mergers in the prior eight month period and uncovered \$80,000 in unaccounted for interest credits.
- ☛ Increased productivity of employees 100% through participatory management and accountability principles.

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PROFESSIONAL EXPERIENCE CONTINUED

IOWA NON-PROFIT – Iowa City, IA 1996-1999
Vice President

Oversaw the financial, human resource, public relations, and customer service divisions for a non-profit organization. Introduced sound business practices and business planning objectives for the attainment of government and private industry contracts. Implemented a centralized filing system for contracts.

Key Achievements:

- ☛ Successfully negotiated with the government entities for a \$2 million graduate fellowship grant.
- ☛ Performed market research in the development of an online training division, which increased funding for projects.

ACME CORPORATION – Des Moines, IA 1987-1996
Executive Vice President - Administration

Served as an Executive Vice President in a newly created position, directing the human resource, administrative services, public relations, corporate communications and information technology divisions for 20 locations and 140 employees, producing over \$100 million in annual revenues. Defined functions of each division, developed employees in areas of expertise, and established a human resource department. Enhanced the information technology capabilities of the organization.

Key Achievements:

- ☛ Researched and implemented an e-business division to enhance revenues and reach customers across the country.

ACME COMPANY – Sioux City, IA 1982-1987
Chief Financial Officer

Streamlined the accounting department and administered a \$16 million budget for a \$150 million entity. Facilitated a merger between three businesses.

Key Achievements:

- ☛ Reallocated human resources and cross trained employees in multiple job functions, saving \$500k consolidating redundant positions.
- ☛ Secured incremental taxing and loans for the development of a \$16 million processing plant.
- ☛ Substantially reduced workers compensation claims by hiring a Safety Manager and implementing comprehensive safety awareness programs.

EDUCATION

Masters in Business Administration – Concentration in Finance ♦ Iowa State University

Bachelor of Science in Business Administration ♦ Iowa State University