

WAYNE R. EMBRY

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CAREER SUMMARY

2002 MBA graduate with strong entrepreneurial spirit and general management skills to go along with a proven ability to apply strategic sales, marketing and operational tactics that maximize top and bottom line results. Passion and commitment towards change and continuous improvement. Innovative problem solver and effective communicator known for building strong customer and employee relationships as well as high performance teams that exceed senior management expectations.

- Sales Management
- Marketing Research
- Business Development
- P&L Experience
- Financial Planning & Analysis
- Strategic Planning – Valuation / Modeling
- Budget Preparation & Analysis
- Manufacturing Strategy
- Competitive & Industry Analysis
- Contract Negotiation
- Lean Champion
- Product Development
- Product Management
- Program Management

PROFESSIONAL EXPERIENCE

JOHNSON CONTROL, INC., Milwaukee, WI

6/2005 to Present

Global leader in automotive systems and facilities controls, systems and service.

Director – Metro Business Development

Create new revenue streams in metro areas through organic growth, joint ventures and acquisitions. Perform all business planning activities to support metro business development. Support all new business opportunities with workforce development programs and a high level of minority contractor participation.

IDEA FACTORY, INC., Milwaukee, WI

2003

Producer of commercial and in-home cleaning fixtures sold through multiple channels.

Marketing Consultant

Assignment included projects focused on the commercialization of two new products.

- Performed primary and secondary research and analysis of in-home and institutional markets for cleaning device manufacturer.
- Created positioning strategies that included pricing and distribution for brand extensions.
- Consulted on vendor selection and manufacturing strategy contributing to the successful launch of two new products.

ALCAN ALUMINUM CORPORATION, Cleveland, OH

2001

A global leader in aluminum manufacturing and fabrication.

Business Development Intern

Performed extensive research and market analysis of several industries for strategic planning purposes.

- * Provided weekly oral and written reports to senior executives within the organization.
- * Developed an understanding of the current market size, by sub-sector, and growth trends.
- * Conducted an analysis of major competitors, aluminum and other materials (steel, fiberglass, plastics, etc.).
- * Determined the current and developing technologies along with barriers to entry.

FRANCHISE SPORTS, LLC, Cleveland, Ohio

2000 – 2001

Proposed start-up in the sports management simulation arena that would enable user to make real time decisions that would affect the franchise value on the Internet.

President & CEO

Founder focused on business plan development, initiating contact with potential investors, and managing early design phases.

- Built strategic direction and forecasted financial performance of the proposed startup including design initiatives, financial pro-forma, marketing analysis, staffing, and determination of licensing fees.
- Led an intersection of contracted technology consultants and internal talent in the development of a realistic statement of work, producing a detailed rollout timeline including revenue/cost projections and staged investment needs for continued incubation
- Created potential growth strategies including the introduction of subscription based fees as well as the design of web site that would increase company exposure.

MORGAN STANLEY DEAN WITTER, Cleveland, Ohio 1988 – 1999
Leading financial services company.

Financial Advisor

Marketed stock, bond, and hybrid security portfolios for high net worth individuals.

MALCO, INC., Cleveland, Ohio 1987 – 1997

\$35 million, 300 employee, multi-plant, tier 1 and 2 manufacturer of JIT automotive components. Clients include General Motors, Daimler Chrysler, Ford Motor Company and transplants.

President & Chief Operating Officer

1996 – 1997

P&L responsibility and directed senior functional staff on strategic initiatives to liquidate the corporation. Executed financial reporting, operational forecasts, cash flow planning, banking, taxation, legal and regulatory issues.

- Led liquidation of assets and insured a smooth transition including the notification of employees, customers, and financial institutions and final distribution of funds.

Executive Vice President

1995 – 1996

Full P&L and management of operations with a focus on organizational development and continuous improvement. Resulted in change of organizations culture from complacent to goal oriented.

- Reduced operations from 3 shifts 24/7 to 2 shifts four days a week as well as related manufacturing costs by introducing proven kaizen exercises while driving output with lean manufacturing techniques.
- Increased operating cash flow by 7%, implemented a Quality Operating System (TQM) and conducted continuous improvement programs reducing labor costs, inventory, and floor space.
- Reduced scrap by 50%, customer returns by 48%, and premium freight by 80%.
- Designed and implemented a new employee orientation, training and evaluation programs to increase accountability, job awareness and empowerment.

Sales Manager, Warren, Michigan

1993 – 1995

Managed internal sales department as well as manufacturer's reps calling on automotive customers in the metro Detroit area. Led all business development efforts for corporation.

- Increased revenues from \$16 million to \$35 million by changing the marketing strategy to target both tier 2 as well as tier 1 sales.
- Initiated and managed several engineering projects to reduce material costs by substituting cost-efficient raw materials, without sacrificing performance.
- Developed internal sales staff and negotiated rep firm buyouts as well as long-term contracts with customers and suppliers.
- Created a system designed to market products through research, collection and analysis of customer trends and programs as well as competitive pricing initiatives.

Account Manager, Southfield, Michigan

1991 – 1993

Managed and initiated customer interface with Ford Motor Company focusing on business development, program & project management, quote preparation and contract negotiation.

- Increased revenues by \$3 million by extending components to other vehicle lines thus obtaining 100% of the market at Ford Motor Company
- Negotiated long-term contracts with Ford Motor Co. for interior trim components
- Ensured a high standard of customer service while maintaining maximum profitability for the corporation by aligning the efforts of purchasing, engineering, and suppliers
- Spearheaded new product development initiatives from initial design to delivery
- Trained in APQP, PPAP, Process and Material FMEA's, control plans and preventative re-occurrence

Manufacturer's Representative, Warren, Michigan

1988 – 1991

Routinely called on Ford Motor Co. engineers, buyers and supplier development personnel.

- Represented MALCO to Ford Motor Co. and increased sales to Ford from \$300,000 to \$9 million by resolving customer issues and creating corporate-wide alliances
- Reduced manufacturing costs, shipping, and labor including parts reductions and assembly improvements to address existing and potential customer issues and concerns
- Obtained several approvals for new materials

Sales Trainee, Union, Illinois

1987 – 1988

EDUCATION

MBA, Finance & Management Policy, Weatherhead School of Management, Case Western Reserve University, 2002
BA, History, University of Wisconsin, 1987

CAREER DEVELOPMENT

Morgan Stanley - Financial Advisor Training Program, 1999
Strategic Manufacturing Workshop - Cleveland Advanced Manufacturing Program, 1996
Kaizen Implementation Training - Ford Motor Company, 1995
University of Wisconsin - Madison, Topics in Human Resources - TQM (certificate), 1994

CURRENT AND PAST AFFILIATIONS

National Black MBA Association
Greater Cleveland Growth Association, Director - Jobs and Workforce Initiatives
Director - Boy Scouts of Greater Cleveland