

# LISA SCHEFSKY

W2568 Miley Road, Sheboygan Falls, WI 53085 ♦ (920) 980-2123 ♦ lisaschefsky@hotmail.com

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## Professional Summary

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Forward-thinking senior executive with proven record of accomplishments in the paint and coatings industry during a 33-year career. Driven and ambitious change manager dedicated to continuous business improvement focused on enhancing revenue and streamlining business operations. Focused on profit maximization through multifaced business approaches.

## Skills

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- Business Planning
- Program oversight
- Strategic planning
- Business development
- A proactive, creative approach to situations
- Strong written and verbal communication skills
- Fast learner
- Self-motivated
- Leadership and people management skills
- Extensive experience in the Paint and Coatings Industry including formulating and regulatory

## Work History

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**President, 3/2019-Current**

**Commerce Industrial Chemicals-Milwaukee, WI**

- Oversee business-wide changes to modernize procedures and organization.
- Develop innovative sales and marketing strategies to facilitate business expansion.
- Shape solutions and approaches by leveraging trends in customer marketplaces and industries.
- Formulate and facilitate the development of a strategic plan to include broad objectives, policies, and operating plans of the business.
- Appraise and evaluate the results of overall operations, and direct operations to achieve budgeted profit results.
- Provide strategic and tactical plans for mergers, acquisitions and divestitures.
- Spearheaded change management and strategic turnaround for company during significant restructuring.
- Assure that all Company activities and operations are carried out in compliance with local, state, and federal regulations and laws governing business operations.
- Serve as key resource for company information technology needs, including researching, recommending, and installing/maintaining equipment.
- Develop, maintain and operate company's web presence, developing original text and image content for company website and designing HTML and email promotions.

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**Sales Representative, 9/2001-3/2019**

**Commerce Industrial Chemicals-Milwaukee, WI**

- Forged and nurtured impactful relationships with customers to cultivate loyalty, boosting customer satisfaction ratings.
- Resolved all issues efficiently and enhanced customer satisfaction.
- Demonstrated products and specific features at customer locations and special events.
- Maintained routine communication with clients to assess overall satisfaction, resolve complaints and promote new offerings.
- Performed cold-calling and follow-ups with leads to secure new revenue.
- Interacted with problematic accounts, helping to build lasting rapport and boosting revenue opportunities.
- Implemented marketing strategies and techniques, increasing revenue and customer satisfaction.
- Implemented sales and new business opportunities in new markets to achieve bottom-line results.
- Brought in new customers and retained base through proactive management of individual needs.
- Increased revenue by acquiring new customers and determining needs to offer relevant products.
- Created professional sales presentations and seminars to effectively demonstrate product features and competitive advantages.
- Served as the key resource for company information technology needs, including researching, recommending, and installing/maintaining equipment. Also troubleshooting of technical issues, establishing networks and security measures, maintaining websites and information downloads.

## Education

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**Master of Arts: Sociology**

**UW-Milwaukee – Milwaukee, WI**

**Bachelor of Science: Allied Health-Pre-med Science**

**UW-Milwaukee – Milwaukee, WI**

## Affiliations

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- President of Wisconsin Paint and Coatings Association
- Member of Northwestern Society for Coatings Technology
- Service Unit Leader Emeritus of Girl Scouts of America-Manitou Council-Sheboygan and Sheboygan Falls
- CPR/First Aid Instructor-American Red Cross & Girl Scouts of Manitou Council
- Past President and Board Member of Sheboygan Falls Chamber of Commerce

## Certifications

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- Globally Harmonized System (GHS) Implement and Manage Certification
- DOT Hazardous Materials Compliance Certification
- CPR/AED/First Aid Certification