



**The Gateway  
To Milwaukee**

www.gatewaytomilwaukee.com

Thinking about the future... Thinking about you.

**Appointment Information  
Board of Directors of BID #40  
April 2008**

**Jaime J. Maliszewski, B.S.**

**Education**

*Bachelor of Science Business Management, University of Wisconsin- Stevens Point, 1986*

**Experience**

***Founding Member of Brilliance LLC 2000- present***

Designed, developed, and implemented this idea for group purchasing, marketing, and engineering. Brilliance enhanced the strengths of three electroplating firms in the Milwaukee area by lowering costs and increasing sales and productivity. Health Insurance cost decreased along with a dramatic reduction in the cost of materials and marketing. Despite these decreased costs we are seeing great opportunities for the increase of sales.

***President/ CEO- Reliable Plating Works, Inc. 1993-present***

Advanced company in sales and personnel to accommodate current growth and future expansions. Sales grew from \$3.5 million to \$6.5 million from 1993 to present. Developed Human Resource Department to handle employment growth and training. Designed and developed engineering group to support customer demand and create marketing advantages over our competitors. Responsible for the development of a new disciplined structure to control growth and accountability which is based on corporate vision, mission, and purpose. Set standards and measures by which the company will be evaluated, emphasizing profit.

***Vice President of Sales- Reliable Plating Works, Inc. 1989-1993***

Developed marketing plans which include telemarketing and direct mail. Set support system for these functions through personal communication with the customer that allowed the company to grow from \$2 million to \$3.5 million. Also initiated and implemented customer service response system for customer concerns, using a grading system that assessed customer sales to margin potential.

***Office Manager- Reliable Plating Works, Inc. 1986-1989***

Managed all office responsibility for Reliable Plating Works, Inc.. These responsibilities included invoices, paperwork, cost control, payroll, human resources, and customer service. During this period I designed, wrote, and printed the company's first sales brochure.

**Professional Affiliations**

Past President of Milwaukee Branch AESF  
Membership Committee AESF National  
Harley-Davidson Continuous Improvement Team  
Harley-Davidson Supplier Summit  
AGBA Vice President