

Theodore (TJ) Perlick Molinari

Milwaukee, WI 53211 | 414.232.1493

tjmesq@sbcglobal.net | [LinkedIn](#)

VISIONARY STRATEGIC LEADER

Listen. Analyze. Plan. Implement. Sound business strategy is key to success. I have spent years bringing my strategic visionary skills to organizations. I am a patient and attentive listener that believes many of the solutions to business problems do not require apple cart flipping action. Look at what you have. Put a plan together implement it and monitor your success always listening along the way.

PROFESSIONAL EXPERIENCE

Perlick Corporation, Milwaukee, WI

BOARD OF DIRECTORS | 2020-2023

Lead Family Director, Corporate Secretary.

- Responsible for oversight of vision, mission, and strategy of a multi generation family business
- Led successful ownership transition from the fourth to fifth and sixth generations
- Executed successful transition from advisory to fiduciary board with independent members
- Serves on Audit Committee

VICE PRESIDENT SALES | 2022-2023

- Responsible for over \$100m in revenue of commercial foodservice equipment, residential appliances, and sanitary fittings
- Managed independent manufacturers sales representative organizations
- Managed distributors in the US, Canada, and Central America
- Successfully managed through business jeopardizing crisis where multiple rep firms were ready to drop the line and work with our competitors
- Stopped the bleeding of business going to competitors with long time customers
- Turned around unprecedented negative sales trend and consistently delivered improvements despite core components of the value proposition of the business not supporting increased sales
- Transitioned structure of sales department to empower front line managers to own strategy and decisions
- Repeated successes restructuring sales processes to implement change without channel disruption in a very established channel

VICE PRESIDENT OF SPECIAL PROJECTS & GENERAL COUNSEL, CORPORATE SECRETARY | 2018-2022

- Developed corporate strategic plan from scratch for organization that had little data based rationale for strategy decisions
- Created legal function at Perlick and built out internal capabilities to deliver above market value and higher than benchmark capabilities – turned it into a revenue generation department not a cost center
- Managed risk analysis and mitigation plans for the entire organization reducing organizational risk by 80% over three year period

MARKETING ANALYST | 2017-2018

- Responsible for market research, analysis, and strategic recommendations.

PRODUCTION SUPERVISOR | 2016-2017

- Responsible for executing production plan, reviewing analytics, problem solving, and developing a plan to achieve safety, quality, delivery, and cost goals with staff of 24 union employees in refrigeration support and component assembly.

ACCOUNT MANAGER | 2014-2016

- Inside sales manager for manufacturer's sales representative territory, working with customers and sales representatives to solve logistical, technical and layout problems, and manage factory second inventory.

Birdsall Law Offices, S.C., Milwaukee, WI

ASSOCIATE | 2007-2014

Responsible for handling cases and generating firm revenue by developing client referral network in criminal and civil litigation law practice.

- Tried over 60 cases as solo counsel to verdict with acquittal rate over 6 times the state average
- Consistently landed over 75% of new client referrals
- Honored as one of the best in the industry by clients, peers, and industry insiders

Law Office of T.J. Perlick-Molinari, Milwaukee, WI

ATTORNEY | 2005-2007

- Solo practitioner with focus on indigent defense and mediation.
- Built a solo practice from scratch
- Grew firm revenue 50% in one year

EDUCATION

Master of Business Administration, General Management | 2017

Kellogg School of Management at Northwestern University, Evanston, IL

Juris Doctor, General Legal Studies | 2005

Marquette University Law School, Milwaukee, WI

- Student Bar Association, ABA Representative/Committee Chair
- Phi Delta Phi, Stone Inn, Magister (President)
- ABA Law Student Division, 7th Circuit Lieutenant Governor of Communications

Bachelor of Arts in History | 2000

Columbia University in The City of New York, New York, NY

- Dean's List 5 semesters
- Dolan Prize Winner in Performing Arts
- Columbia University Wind Ensemble, Music Director/Conductor and Founder

AWARDS AND HONORS

TOP 100 TRIAL LAWYERS | 2013-2014 | The National Trial Lawyers Association

Named one of the top 100 trial lawyers in the State of Wisconsin

TOP 40 UNDER 40 | 2012-2014 | The National Trial Lawyers Association

Named one of the top 40 trial lawyers in the State of Wisconsin under the age of 40

UP AND COMING LAWYER | 2009 | Wisconsin Law Journal

Selected in the inaugural 20-member class of statewide young lawyers deemed by their peers to be making a unique impact on the practice of law in their respective field

SUPERLAWYERS RISING STAR | 2012-2014 | Super Lawyers Magazine

Top 5% of lawyers in the state chosen by rigorous peer and professional review

LEADING LAWYER | 2012-2014 | M Magazine

Named a leading lawyer in the field of criminal defense in the Milwaukee area

PROFESSIONAL AFFILIATIONS | MEMBERSHIPS

State Bar of Wisconsin, Madison, WI

- **Nominee for Treasurer of the State Bar of Wisconsin, 2013**
- **Board of Governors, 2009-2013**

Twice elected by Milwaukee County lawyers to serve terms on the governing board of the State Bar of Wisconsin

- **Strategic Planning Committee, 2010-2013**

Presidential appointment to sit on the committee charged with preparing, modifying, reviewing, and overseeing the execution of the strategic plan of the organization

- **Co-Chair Insurance and Member Benefits Committee, 2011-2015**

Presidential appointment to co-chair the committee charged with procuring insurance products and other member benefits for the members of the bar

American Bar Association, Chicago, IL

- House of Delegates (Board of Directors)

North Shore Congregational Church, Fox Point, WI,

- Church Council (Board of Directors), Strategic Planning Committee, Director of Music Search Committee, Stewardship Committee

Bel Canto Chorus, Milwaukee, WI

- Board of Directors, Music Director Search Committee, Fund Development Committee

Milwaukee Symphony Orchestra, Milwaukee, WI

- Board of Directors, Salon Series, Co-chairperson, Forte (formerly Milwaukee Symphony Orchestra League) Board Member, Bravo! Chair

Milwaukee Athletic Club, Milwaukee, WI,

- Board of Directors, Nominating Committee – Chairperson, Strategic Planning Committee, House Committee, Athletics Committee

Milwaukee Club, Milwaukee, WI

- Member

Vistage, Milwaukee, WI

- Member

Presenter, Milwaukee, WI

- National speaker at family governance events