

# JENNIFER FOUNDLING, MBA

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## CHIEF OPERATING OFFICER (COO) CHIEF EXECUTIVE OFFICER (CEO)

DELIVERS POSITIVE RESULTS IN PRODUCTION, SALES, CLIENT CONFIDENCE,  
STAFF RETENTION, TRANSPORTATION, SAFETY, AND COST SAVINGS

Directs the design and deployment of global logistics, supply chain, fabrication, and manufacturing operations to produce and deliver millions of tons of materials to geographically dispersed sites. Drives organizational growth, builds and leads teams, fosters longstanding partnerships with vendors, capitalizes on cost reduction opportunities, ensures compliance with quality standards, contractual specifications, and international shipping regulations, enforces safety compliance, and promotes synergy between multinational stakeholders.

Executive Operations Leadership | Logistics | Supply Chain | Global Market Growth | New Route Solutions  
Vendor Relations | On-Time Delivery (OTD) | Budgeting /P&L | Sales | Strategic Planning | Talent Management  
Inventory Management | Customer Engagement | Safety/OSHA | Import | Export | New Program Launches

## EXECUTIVE HISTORY

### CHIEF EXECUTIVE OFFICER (CEO)

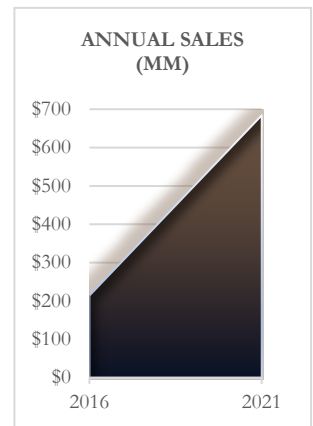
1/2017 – Present

#### ALBERS METALS

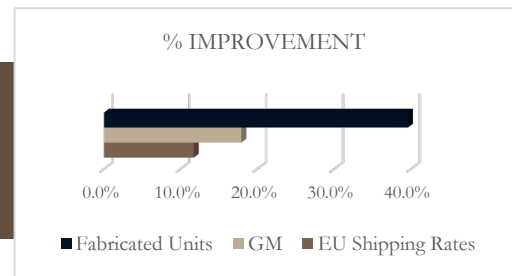
Tapped for the executive leadership role to steer a positive financial turnaround throughout the custom metals manufacturing organization while reducing staff turnover, improving product quality, and decreasing time-to-market and transportation times. Recognized for rapidly elevating customer confidence and expanding the organization's global sales footprint.

- **Achieved and Maintained the #1 Share Position** through massive global market expansion across the United States, Mexico, Canada, France, Germany, United Kingdom, Sweden, and Italy.
- **Soared Annual Sales by 219.6%**, from \$214MM to \$684MM, through end-to-end operational and sales improvements, including digital marketing, customer pursuit plans, sales leadership training, and enhanced quality standards.
- **Increased Daily Fabricated Units by 39.6%**, from 149 units to 208 units, with less than a 6% increase in headcount, ultimately securing a 382.6% labor expansion return on the investment (ROI).
- **Gained a 17.9% GM Increase by Rebranding the Organization as a Premier Metal Fabricator.**
- **Developed Integrated Global GTM Strategies** to improve the share of wallet (SOW) by 17.8%. *Strategies:*

### DROVE GLOBAL EXPANSION



- ✓ **New Core Brand Messages/Joint Value Propositions** for competitive positioning.
- ✓ **Promotional Roadmaps** to reach customers and generate demand.
- ✓ **Optimal Price Points** that expanded market share while maximizing profitability.



- **Reduced Weekly Nonproductive Time (NPT) by 88.9% in Twelve Months**, from an average of 380 to 42 hours.
- **Captured Double-Digit Cost Savings in Raw Material and Shipping Costs** through new supplier sourcing, negotiations, and bulk buying. *Specific Highlights:*

- ✓ **Negotiated an 11.7% Reduction in Europe's Shipping Rates.**
- ✓ **Secured Vendor Reimbursements for Bulk Shipping Orders.**
- ✓ **Saved \$6.2MM by Sourcing a New Backup Aluminum Supplier.**

## CHIEF OPERATING OFFICER (COO)

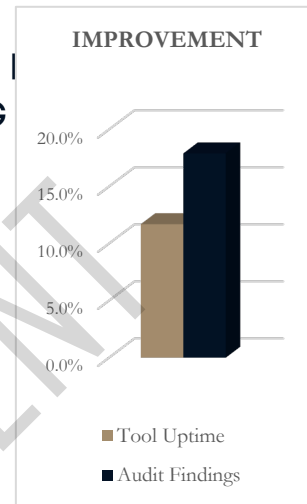
5/2014 – 12/2016

### CENTRAL ALLOYS

Oversaw the design, engineering, and implementation of innovative operational strategies for the organization to remain the choice alloy provider to its targeted markets.

- **Delivered a 14.8% EBITDA Growth** in less than 24 months to achieve a historical profit milestone for the company.
- **Inaugurated the European Compliance Program**, ultimately allowing the organization to expand its client base outside the domestic market.
- **Established the Organization's First Internal Logistics Department**, eliminating the need for a third-party logistics provider and improving supply chain/shipping controls.
- **Steered a Major Area-Wide Transition from a Price-Based Strategy to a Service-Based Strategy**, ensuring ongoing logistics operations following an industry shift.
- **Instituted a Precious Metals Reclaim Program** that converted previous waste into bottom-line profit while enhancing the organization's commitment to sustainability.
- **Launched New Standard Operating Procedures (SOP)** for preventative maintenance, front-line manufacturing processes, and compliance with ISO 9001 and OSHA safety standards. *Results:*

# 14.8% EBITDA GROWTH



- ✓ 99.4% Reduction in Audit Findings.
- ✓ 98% Tool Uptime Rates.
- ✓ Zero Lost Time Incidents (LTI)/Zero OSHA Recordable Injuries.
- ✓ 12.8% Reduction in Manufacturing Times.

- **Orchestrated Logistics to Transport Equipment, Supplies, and Materials** to the organization's new facility with zero negative impacts on productivity and quality.
- **Planned and Administered a \$1.2B Budget** while holding full P&L responsibility and capitalizing on cost-reduction opportunities.

## DIRECTOR OF SALES AND OPERATIONS, AMERICAS REGION

10/2011 – 4/2014

### WAYNE INDUSTRIES

Accelerated multinational sales revenues, profitability, customer reach, and market share while capturing significant cost savings through hybrid marketing/promotional strategies, analytics, cost savings programs, and talent realignments.

- **Achieved Double and Triple-Digit Improvements in Revenues, Units, and Market Share to Surpass Benchmarks in a Shifting Economic Climate.** *Milestones:*

- ✓ 217.9% Growth in Units Sold: 2.8MM (Y1), 6.4MM (Y2), 8.9MM (Y3).
- ✓ 139.3% Growth in Market Share: 11.2% (Y1), 18.3% (Y2), 26.8% (Y3).
- ✓ 131.4% Revenue Growth: 30.3% (Y1), 49.4% (Y2), 70.1% (Y3).

- **Inaugurated the Organization's First Market Analytics Program** to accurately measure the ROI of each marketing, sales, and promotional program, track sales funnel performance, and effectively manage pipelines while maximizing resource use.
- **Secured 97.9% On-Time Delivery (OTD) Rates to Surpass the Company's 92% Record.**
- **Managed and Strengthened the Relationship with the Organization's Largest OEM Partner** while formulating cutting-edge technical and business solutions that aligned with emerging needs across multiple channels.
- **Decreased OSHA Total Case Incident Rates (TCIR) by 75%**, from an average of 7.2 to 1.8 (*below the goal of 3.0*). *OSHA Initiative Highlights:*

- ✓ Grew Membership in the Safety Task Force by 119.2%, from 26 to 57 members.
- ✓ Implemented Regular Safety Audits and Inspections.
- ✓ Enhanced the Incident Investigation Process and Safety Tracking Tools.

- **Reduced Weekend Overtime by 56.3%**, from 8% to 3.5%, while increasing throughput by 15% with the implementation of four-day schedule blocks, cross-training initiatives, and earlier closeout times.



## EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA): UNIVERSITY OF TENNESSEE, KNOXVILLE

BACHELOR OF BUSINESS ADMINISTRATION (BBA), MARKETING: UNIVERSITY OF MEMPHIS