



candidate profile

"One of Nieda's many strengths was his ability to engage the Norwell team and rally the organization in support of common goals. Team building across the organization is one of his greatest skills...Nieda's technical expertise in the development and mentoring of organizational teams in Lean Manufacturing skills provided Norwell the ability to gain a multitude of efficiencies across our manufacturing sites and positive gains in our market position...an asset to any organization who desires a global understanding and strength in manufacturing methods and efficiencies as well as the leadership strength to gain team collaboration"
—D. Cisionmaker, GM of Norwell Souvenir, Norwell Promotional Products

TO: **Matt A. Horn**
RE: **Interim VP of Global Operations**

June 5, 2012

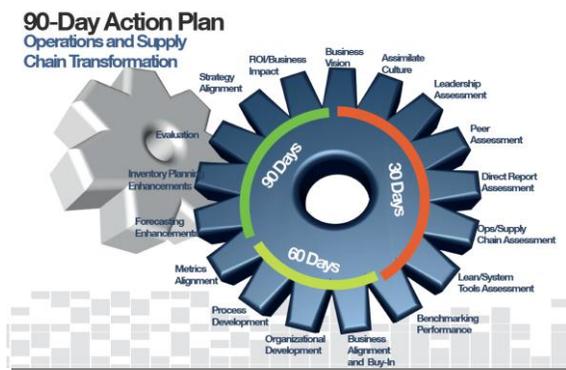
Matt,

Thanks again for your time this afternoon. It was a pleasure speaking with you, and I look forward to continuing our discovery on how I can assist your organization implement an enterprise-wide formal lean program focused on increasing working capital turns and operating margins.

Industry Expertise & Strategic Leadership.

Given my leadership background in global manufacturing, quality engineering, supply chain and multisite plant operations, I understand your need for a strategic streamlining expert who can concentrate on every operational component without losing sight of the global objective and compromising overall productivity, profitability and safety.

Executive Performance & Results.



Further to this, the 90-day action plan you see here is an outline of a proven process I have developed and that continues to realize rapid results when it comes to cutting costs, improving efficiency, driving continuous improvements and overcoming adversity in ambiguous offshore manufacturing settings. During my time with Norwell Promotional Products as Senior VP of Operations and Supply Chain, I implemented this same action plan to

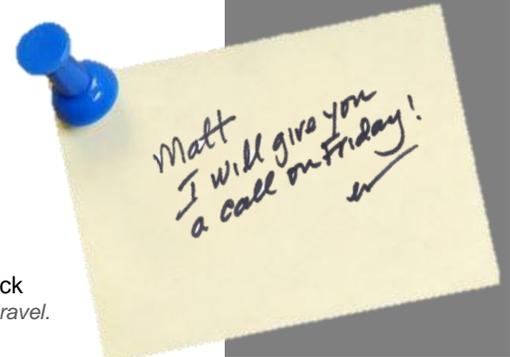
save \$8M via plant consolidation while attaining a 98% fulfillment rate, realizing another 5-year, \$35M cost savings by benchmarking a lean manufacturing culture in record time.

Value Proposition & Action.

Undoubtedly, these are the goals you seek to fulfill at (name of company), and I would consider it of mutual benefit to explore them further with you in person. I feel certain that my experience and expertise would be a considerable asset in helping your global operation overcome its performance challenges. Feel free to view additional details on my background, along with an extended listing of my accomplishments and recommendations on my [personal website](#) and my [LinkedIn profile](#).

Kind regards,

Nieda Check



PROJECT BRIEF:

An industry authority on lean transformations and Six Sigma methodologies, Nieda has been called upon by senior leadership across diverse organizations to streamline their global manufacturing operations and supply chain organizations. We created a powerful résumé to showcase the impressive results he has garnered in these areas, and so, followed his branding priorities followed suit on his cover letter as well.

In this specific scenario, Nieda was contacted by the CEO of a global consumer goods manufacturer regarding an Interim VP of Operations role. Having already created a high-powered, personally branded résumé for Nieda, our focus for this cover letter was to quickly address the discoveries Nieda had made in speaking with this chief executive. The organization was underperforming in key performance areas and subsequently suffering deep financial losses.

To drive the point home, we selected a high-impact endorsement (one of 100s) from Nieda's superior at Norwell, praising him during his lean transformation initiative and included it on a side bar.

Design Elements:

Nieda provided successful case studies on enterprise-wide lean manufacturing initiatives that he had spearheaded, prompting us to include a graphic of this key area of achievement. We chose a graphic element that highlighted a personally developed 90-day action plan that fostered widespread success with his previous employer.

Other areas of opportunity included directing the hiring manager to Nieda's personal website and LinkedIn profile, which we also created as part of Nieda's complete branding package. We embedded live links directly on the cover letter to allow for quick online navigation. Another call to action was the yellow post it, in which Nieda specified a specific day for a follow-up conversation and possible in-person meeting.

Under the contact details, we included Nieda's geographic location along with preferences for business travel.