

BILL SIMSON-SMITH

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CHIEF STRATEGY OFFICER—RAPID, SUSTAINED GROWTH

400% Revenue Boost ➤ 3x EBITDA ➤ Start-up to #1 Market Share in 4 Years ➤ 98% Staff Retention

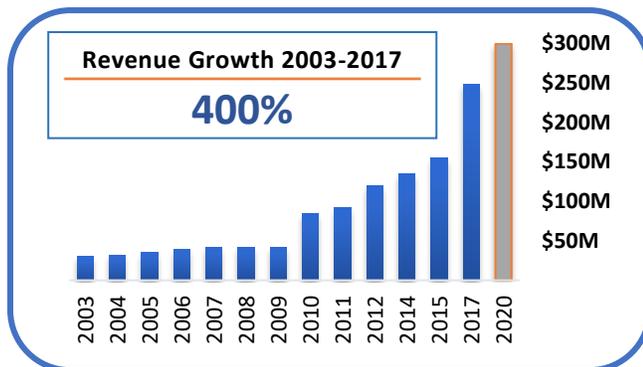
RUN-TOWARD-THE-FIRE EXECUTIVE with 20-year career restructuring organizations for mega growth. Expert in scaling small and mid-sized companies to overtake Fortune 500 competitors through unconventional strategies grounded in real-world analytics. Consistent record of doubling and tripling revenue and EBITDA performance.

ANALYTICAL VISIONARY AND PRODUCT INNOVATOR known for financial acuity, systematic planning, and accessible leadership for workforces with 200+ employees. Recipient of the Ernst & Young Award for Entrepreneurship.

Executive Strengths

Start-up & Turnaround ▪ Company Vision & Growth Planning ▪ Mergers & Acquisitions ▪ Financial Management
Operational Efficiency & Productivity ▪ Market Development & Expansion ▪ Team Building & Motivation

Value Snapshot



Transformed a regional company into the world's largest supplier of goods and services to the global recycling industry.

Increased revenue from **\$30M to \$248M** through acquisitions and organic growth; on track to reach >\$300M by 2020.

Outpaced multibillion-dollar competitors by creating two nimble core businesses offering technically unmatched products and services.

PROFESSIONAL EXPERIENCE

ABBOTT GLOBAL RECYCLING

Chief Strategy and Operations Officer ▪ 2004 to Present

Restructuring | Mergers & Acquisitions | Financial Management | Industry-Leading Products | Global Expansion

Transformed \$30M company into a \$248M frontrunner, the #1 packaging supplier for recycling and waste management, and major provider of building materials for international construction firms. Fostered partnerships with vendors and distributors to challenge two multibillion-dollar competitors and skyrocket growth in U.S. and global markets.

Revamped the organization to establish a trajectory of exponential growth.

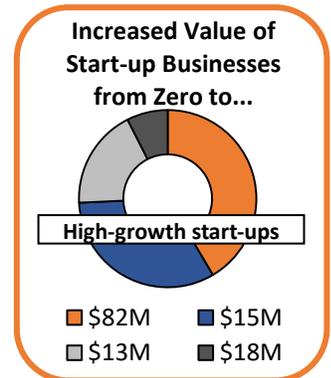
- **Tripled EBITDA** by reshaping the corporate structure, realigning the workforce, and pioneering the “300 x 20” initiative, which ignited years of flat performance into a fervor of revenue achievement—from **\$30M** in 2003 and ~**\$40M** in 2006, 2007, 2008, and 2009 to **\$248** in 2017; on track to exceed **\$300M** in 2020.
- Identified, negotiated, and closed **six acquisitions in the U.S. and overseas**, and divested two businesses.
- Launched a venture that expeditiously evolved into Europe’s largest supplier of packaging equipment and consumables to the recycling industry—**#1 market share in four years**.

Revenue	Earnings	EBITDA	Enterprise Value	Return on Capital
12% CAGR	24% Rise	300% Growth	>20x Increase	21%

CHIEF STRATEGY OFFICER—RAPID, SUSTAINED GROWTH

Trailblazed four start-up businesses, expanding the footprint from recycling to international manufacturing and construction.

- Kept a **finger on the industry pulse**—and eye on the bottom line—stabilizing the company during the global steel market crash in 2008. Maintained high inventory positions, liquidated key stocks, and renegotiated contracts prior to the lowest price dip.
- Negotiated **\$40M in commercial lines of credit** for growth and acquisition funding.
- Created a **foreign exchange hedge program** to minimize risk in international transactions.
- **Increased productivity 18%** by defining performance metrics and working alongside managers to zero in on key metrics.



Vice President, Operations Strategy and Growth ▪ 2000 to 2004
Director, Manufacturing ▪ 1997 to 2000

Start-up Operations | Industry & Market Penetration | Team Building & Leadership | Culture & Team Development

Established the manufacturing business from the ground up. Purchased the first wire-making machine, and scaled to 20+ machines, ramping up quickly to meet market demands. Seized time-sensitive opportunities by placing the right people in the right positions and instituting best practices across operations and manufacturing.

- Launched the building materials business—currently **33% of company sales**.
- **Reduced operating costs 21%** through **top-to-bottom restructuring** that uncovered efficiencies in production, administration, and operations.
- **Catapulted worldwide market position** in the recycling/waste management and building materials fields through research, exploration, and leading-edge product development.

EDUCATION

Master of Business Administration, International Business and Marketing
Bachelor of Science, International Business with Concentration in Global Marketing and Communications
 UNIVERSITY OF WASHINGTON, Seattle

AWARDS & RECOGNITION

Ernst & Young Award for Entrepreneurship
Inc. 500, 5000 Fastest Growing Companies in America
The Chronicle 100, Top Private Companies in Seattle (6x)
 University of Washington’s Center for New Ventures and Entrepreneurship, Seattle 100 (3x)
 Workplace Dynamics, Top Workplaces in Seattle (2x)
Washington Business Journal, Best Places to Work
 Habitat for Humanity’s Supplier of the Year
 Mayor’s Award for Charitable Giving

COMMUNITY LEADERSHIP

Recycling Innovations, Board of Directors, 2018
 University of Washington, International Business Department Advisory Council, 2013 to 2017
 Habitat for Humanity, Board of Directors, 1999 to 2003
 Seattle Chamber of Commerce, Board of Directors, Treasurer, 1999 to 2001
 Entrepreneurial Scholarship for University of Washington Business Students, Founder, 1999
 United Red Cross, Volunteer, 1995 to 2001

ABOUT THIS PROJECT:

With such an impressive executive career, this client would look great whether he wanted a bold or more traditional presentation. In this document, I infused some added confidence into his brand by using clean lines, a pop of color, and a focus on quantifiable achievements.

I aimed for a balanced layout with centered content and side-by-side text boxes, and grounded the presentation using gray shading in certain places, so all of the text doesn't jump out at the reader on first glance.