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Mark H. Roberts

Vice President, Retail Division

ZUUK®

(client-created logo)

L...E...A...D

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## LEADERSHIP...EXPERTISE...and the ABILITY to...DELIVER

IMPLEMENT EFFICIENCIES to ACHIEVE EXPONENTIAL GROWTH and EARN CUSTOMER LOYALTY

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Mark Roberts is Vice-President, Retail Division with ZUUK, a \$430 million multinational provider of high quality kitchen equipment and charcoal grilles. ZUUK is a principal supplier to US and Canadian box stores, as well as wholesale suppliers and showrooms. A member of the ZUUK executive committee, Mark has played a key role in directing all aspects of the organization, driving growth over 20 times during his tenure. His contribution is evident through:

- EXECUTION of STRATEGIC BUSINESS PLANS
  - LEADERSHIP and MANAGEMENT of HUMAN RESOURCES
  - IMPLEMENTATION of LEAN MANUFACTURING, LOGISTICS, and DISTRIBUTION STRATEGIES
  - DEVELOPMENT of EFFECTIVE CUSTOMER RELATIONSHIPS
  - MANAGEMENT of FINANCIAL and MARKETING PLANS
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- Mark began to prove himself as a “go-to leader” in 1987, when he started a construction company called M&S SPECIALTIES. The manufacturing side grew and was sold to EVERGREEN KITCHEN SUPPLY in 1994, a company in business for more than 60 years. Mark spearheaded a four-year strategic plan that enabled the company to meet the needs of a \$30 million customer, KITCHEN/HOME WAREHOUSE. Under his leadership, Evergreen incorporated CELLULAR MANUFACTURING, EMPLOYEE INCENTIVES, and CONTINUOUS IMPROVEMENT PROCESSES; Evergreen’s revenue grew from \$12 million to \$38 million.
  - Evergreen’s LEAN MANAGEMENT and ability to handle debt (EBITDA) made it an attractive candidate for sale to ZUUK, based in Quebec, Canada (1998). Mark’s role as General Manager of the North American retail division expanded from 1998-2002, with 5 manufacturing plants and \$175 million in top line revenue.
  - In 2002, he took on the additional role of Executive VP; during his three-year tenure, he consolidated the retail division and oversaw the implementation of an ENTERPRISE RESOURCE PLANNING SYSTEM, SAP.
  - Beginning in 2005, Mark has assumed COMPLETE P&L RESPONSIBILITY for the NORTH AMERICAN HOME DIVISION of ZUUK. Since 2007, Mark has served as a mentor for new corporate leaders while continuing to spearhead growth initiatives.
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In his role as a management executive, some of Mark’s accomplishments include:

- Reduced costs by 16% over 2 years through consolidation of US manufacturing plants (from 21 to 15)
  - Led introduction of enterprise dashboard; increased employee involvement within unionized environment
  - Created manufacturing “key performance system;” common metric; rapid response to production variables
  - Promoted division-wide performance objectives, employee review system, and succession planning
  - Initiated 7-step gate system to clarify new product launches; resulted in 20% increase in new product sales
  - Incorporated financial and environmental regulations into business plan; reduced P&L expenses by 19%
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Mark and his wife have been partners in building their respective professional profiles while at the same time, building their family life in Chester County, PA. Feeling blessed by the success achieved over 20 years in the corporate world; Mark is eager to L-E-A-D in a new capacity. Mark is looking to match his abilities with a company looking to build customer loyalty and achieve exponential growth through operational efficiencies.