

# GEORGE T. HAWTHORNE

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## VP – CUSTOMER SERVICE & SUPPORT

Seasoned leader skilled in building top performing customer service organizations that set industry standards for service. Change agent with a record of reducing costs, increasing revenues, and improving profits. Experience in acquisition integration and workforce consolidation. Background includes key accomplishments in:

- ▶ Customer Service Processes
- ▶ Expanding or Consolidating Operations
- ▶ Start Up & High Growth Companies
- ▶ Customer Retention Programs
- ▶ Human Resources/Labor Relations
- ▶ Inventory Management
- ▶ Distribution
- ▶ Multi-Facility Operations
- ▶ Strategic Planning
- ▶ TQM Leadership Programs

**Established benchmark standards for service in the industrial laser industry.**

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## PROFESSIONAL EXPERIENCE

TECHTRONICS CORPORATION, LIVONIA, MICHIGAN (1986-PRESENT)

(\$260M, global manufacturer of industrial systems)

### **Vice President – Customer Support** (Promotion, 1997-Present)

Direct the strategic planning, development, staffing, and financial performance of three Customer Service Centers in North America, Europe, and the Asia Pacific region. Oversee organization providing exemplary technical service and support to global, Fortune 500 customers. Manage three directors and a total workforce of 160. Administer an annual service operating budget in excess of \$2M. Full P&L responsibility. Customer Service revenues = \$33M.

### **Key Accomplishments:**

- ▶ Reduced operating costs by \$2.5M by consolidating World Wide Service into three geographic service centers.
- ▶ Established service as a sales differentiator, and fostered Lumonic's reputation for providing superior service and support within the laser industry.
- ▶ Set the industry standard for industrial laser service by incorporating: 24-hour, 365-day emergency coverage, on-site response within 24 hours, 800 number, 24 hour technical support help line, online dispatch center, and mobile van service. In a commissioned survey of 15 competitors, most cited Lumonics service as their benchmark standard.
- ▶ Improved service revenues by increasing the labor rate charge and introducing a menu of service contracts with a customized service plan.
- ▶ Led organization through a period of accelerated growth and rapid expansion.

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## TECHTRONICS, CONTINUED

**Director – North American Service** (Promotion, 1988-1996)

Managed field service organization with 80 employees and revenues of \$12M. Directed customer service calls, equipment installation and servicing. Managed revenue and expense forecasting, material control department, inventory, and parts shipments. Developed long and short range plans for service and support leadership in the industry.

- ▶ Consolidated five product centers into one North American service group.
- ▶ Spearheaded TQM (Total Quality Management) programs, leading the service group to become the first in the company to transition to TQM within one year.

**Customer Service Manager** (1986-1988)

Recruited to build a service group from a makeshift assembly of product engineers and field service technicians. Established operations of the service group from the ground floor level. Within two years:

- ▶ Recruited and developed a team of 50 employees.
- ▶ Established complete set of first-time policies, procedures and business plans.
- ▶ Drove revenue growth from \$250K to \$2M.

## ANDERSON CORPORATION (1984-1986)

**Regional Service Manager**

Held profit center responsibility for \$1.1M Detroit Region. Managed sales, service, staffing, and administration. Supervised 18 employees in the sales, installation, and service of banking equipment.

- ▶ Increased contract sales by over 65%. Captured new banking accounts.
- ▶ Improved productivity: Reduced installation time from two days to four hours.
- ▶ Relocated region from an 11,000 sq. ft. facility to an 8,000 sq. ft. facility and realized annual cost savings of \$80,000.

Prior to 1984: Rockwell International - National Service Manager overseeing 11 Factory Service Centers.

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**PROFESSIONAL DEVELOPMENT**

Macomb County Community College - Courses in Business Management & Electronics

Harvard Business School Training

Courses in Management

TQM Leadership Training

Michigan State University Course in Quality Customer Care Services

Dale Carnegie Course

**Memberships:** Laser Institute of America, International Customer Service Association, National Association of Service Managers