

R. JOHN LUNSFORD

Phone: 818-555-5555
Mobile: 818-333-3333
Email: jlunsford@charter.net
125 Ocean Dr., Los Angeles, CA 90005

EXECUTIVE PROFILE

Sales & Marketing

- Sales & Marketing Management
- New Business Development
- Investor & Media Relations
- Proposal Development

Manufacturing Operations

- Start-Up Plant Operations
- Productivity Improvements
- Lean Manufacturing
- Quality Control
- Multi-State Operations

Finance & Planning

- Mergers & Acquisitions
- Turnaround & Revitalization
- Profit Growth Improvements
- Long-Range Business Planning
- P&L Management

Corporate Leadership

- Organizational Leadership
- Leadership Training
- Best Practices Initiatives

Senior-Level Executive with diverse, cross-functional background in both **Marketing and Manufacturing Operations**. Proven ability to capture new business and then manufacture and deliver the product in the most efficient, profitable way possible.

Strong record of accomplishments with start-up, turnaround, and high-growth companies. Instrumental in several company start-ups, and highly skilled in problem-solving and small business turnaround.

Consistently meet or exceed sales and profit goals. Committed to improving customer service processes.

Skilled in evaluating and improving manufacturing efficiency. Delivered significant cost savings and productivity improvements through lean Japanese methods.

Fiscally responsible and astute, with a strong bottom-line focus.

Skilled in media interviews, including radio, local, and national TV.

Organizational leader with the ability to instill a team atmosphere and foster personal and professional development for employees, resulting in improved morale and productivity.

PROFESSIONAL EXPERIENCE

Worldwide Modular, Inc. (Formerly The Royal Companies, LTD) • Los Angeles, CA • 1999-Present
Manufacturer of modular wood and steel buildings for schools, hospitals, and commercial companies.

President – Worldwide Modular, Inc. (1/2002-6/2005)

Direct all business development, sales, marketing, manufacturing operations, administration, and fiscal budget for start-up operation. Manage development of multi-million dollar proposals to schools, hospitals, and businesses. Manage a \$20 million operating budget, with full P&L responsibility for all operations. Supervise four department managers and a total workforce of 110. Perform all investor and media relations functions, including SEC reports, press releases and media interviews.

- Exceeded budgeted sales and profit goals by 40% in FY 2003, increasing shareholder value by 400%.
- Designed and implemented multi-production line plant layout for modular building fabrication process.
- Project Management: Supervised the manufacturing, shipping, and installation of modular wood and steel buildings at customer sites. Managed projects of up to \$8 million for schools, hospitals, and prisons.
- Established relationship with investment banker and coordinated negotiations for start-up capital.
- Launched dealer sales network throughout California, and coordinated marketing functions with dealer sales groups and sales staff.

Worldwide Modular, Inc., Continued**President** – Royal Modular Buildings, Ltd. (7/2000-1/2002)

Held full fiscal responsibility for 60,000 square foot manufacturing operation. Supervised 60 employees, including plant, sales & marketing, administration, and engineering personnel.

- Instrumental in the acquisition of Majestic Modular, Ltd. by Global Modular, Inc. Assisted in the valuation of company assets and liabilities, including accounts receivable, raw material inventory, capital equipment, work-in-process and overall debt.
- Negotiated a multi-million dollar order for the first two-story structures in the history of the company.
- Improved efficiency and profitability 25% by utilizing outside fabricator for steel frames.
- Reduced vendor debt by 40% in the first three months as President, and re-established new credit lines with key vendors.
- Secured financing to complete over \$500,000 of work-in-process.

Vice President Sales & Marketing – Royal Transportation Products (4/1998-7/2000)

Managed launch of new safety-related products for the school bus transportation industry.

- Launched a marketing campaign to roll out patented seat restraint to all school districts and state transportation networks statewide.
- Negotiated contract with a lobbyist group to gain political exposure and endorsement for pupil safety product.
- Generated statewide and national media exposure by interviewing with television media, including an NBC television documentary. Generated favorable press coverage in seven Southern California newspapers.

EARLY CAREER

Business Consultant – Los Angeles Small Business Development Center • Torrance, CA
Regional Sales Manager – Carrier Corporation • Cincinnati, OH
Assistant Brand Manager – Procter & Gamble Co. • Cincinnati, OH

EDUCATION

Bachelor of Science – NORTHERN KENTUCKY UNIVERSITY, 1984

PROFESSIONAL ACTIVITIES**Publications**

Published articles in "Ask The Experts" section of the *Los Angeles Times* weekly business section, 1994-2000. Authored "Tips on Launching a New Product" published in the *Los Angeles Business Journal*, 2000.

Public Speaking & Public Relations

Interviewed with television stations in California, Nevada, Arizona, New Mexico, Utah, and Kentucky. Interviewed for the NBC television documentary, EXTRA, on the advantages of newly-designed seat restraints.

Computer Proficiency

Microsoft Office, including Publisher, Word, Excel, and PowerPoint.