

FRANK W. BORST

Yorba Linda, California ▪ (559) 759-6012 ▪ frankwborst@gmail.com ▪ www.linkedin.com/in/frankwborst

SENIOR GLOBAL EXECUTIVE

Results-oriented, multilingual, global executive known for launching, growing, and returning businesses to profitability across numerous industries seeking a senior role with an international, entrepreneurial, growth-minded organization. Key competencies include:

- Strategic Planning / Execution
- Business Development
- Start-Ups
- Mergers & Acquisitions
- Brand Management
- Global Expertise
- Turn-Arounds & Change Management
- Board Relationships
- Leadership & Team Development

Career Highlights

- Launched new businesses, product lines, and markets in the Middle East, Europe, Asia, and the US, increasing revenues in excess of \$150m
- Returned to profitability five businesses in four different industries on three continents each within 28 months
- Doubled annual deposits from \$300m to \$600m by rebranding one of the largest credit unions in the nation and building a global, relationship-based sales and marketing organization
- Divested unprofitable and strategically-misaligned businesses that freed up over \$25m in working capital
- Overseas assignments as Managing Director in London and Singapore
- Fostered dynamic corporate cultures that resulted in staff retention rates in excess of 88% and being nationally recognized as a best place to work with three different companies

Education

Master of International Management
BS, Business Administration

Thunderbird School of Global Management
Arizona State University

Glendale, Arizona
Tempe, Arizona

Languages

Fluent in English and German; basic Arabic (formerly fluent)

Professional Experience

MASTERPIECE CONSULTING, Orange County, CA

1994-Present

Founder & President

Senior consultant and leadership coach working with executive teams and boards to increase profitability and performance by focusing on strategy, people and processes. Recent consulting engagements include:

- Redesigning the global organization structure for a \$60m stone & tile manufacturer and restructuring its long-term debt
- Defining the mission, business model, and organization structure for an internet hand-made figurine company
- Developing brand, positioning, and business development strategies for a Christian pop group
- Assessing and recommending corporate culture improvements in the areas of performance management, leadership development, and operations for one of the largest conference centers in the US
- Making structural, distribution, and branding recommendations to a German provider of women's care products in its quest to grow from an international to a global organization
- Developing strategy, refining the business model, and designing an organization structure to accommodate double-digit growth for a medical services company

ECCU, Brea, CA (www.eccu.org)

2000-2010

(A \$3.5b TAUM, 320 employee credit union)

Executive Vice President / Corporate Officer

Executive team member and corporate officer responsible for business development, subsidiary management and Human Resources/Organization Development.

Business Development

- Built a sales organization that tripled annual deposit growth in five years by:
 - Originating new customers at a double-digit growth rate
 - Retaining 92% of existing customer deposits
 - Expanding global customer service to expats in over 100 countries worldwide
 - Developing new products designed specifically for clients' unique business cycles
- Built a marketing organization that enabled company's double-digit growth rate by:
 - Rebranding ECCU with a new logo and brand promise
 - Generating intellectual property on market dynamics and client purchase behaviors
 - Providing marketing services to clients and leading industry organizations
- Consulted with customers on:
 - Corporate strategy development and implementation
 - Commercial financing and lines of credit to meet the organization's growth needs

Subsidiary Management

- Took Colorado Branch from a \$600k loss to a \$1.0m profit in less than three years
- As President/CEO of investment products subsidiary, retooled business strategy and hired key talent to grow business from \$30m to \$90m in three years
- As founder and President/CEO of ECIM, launched a Registered Investment Advisory (RIA) practice for non-profit Christian organizations to expand company's financial services offering
- Divested unprofitable tuition services business, freeing up several million dollars in working capital that was then reinvested in more strategically-aligned initiatives

Human Resources/Organization Development

- Built company's first talent development system by:
 - Creating and incorporating a leadership development suite in 18 months
 - Preparing professional development models for line staff in less than 12 months
 - Instituting performance management and positive discipline processes in 180 days
- Redesigned talent acquisition system resulting in:
 - a record 88 filled positions, 28% higher than the company's previous high, in 18 months
 - an annual staff retention rate of 88%
- Enhanced the board and executive management's leadership expertise by:
 - Introducing workforce planning tools and completing a first-ever talent inventory of all staff
 - Developing an executive succession planning process in 12 months
- Efforts resulted in ECCU being selected as client partner of the year by Franklin Covey and nationally recognized as a best place to work by two different organizations

ODETICS, INC., Anaheim, CA (www.odetics.com)

1990-1999

(\$350m, 500 employee technology incubator specializing in taking its data management businesses public)

Vice President, International Operations / Corporate Officer

Responsible for developing, implementing, and managing company's global business strategy.

- Opened up new markets in Europe, Asia, and the Middle East
- Developed direct and indirect sales channels comprised of agents, distributors, representatives and sales staff
- Launched new product lines targeting the telecom, television broadcasting, electronic security, and intelligent traffic systems industries
- Worked with Chinese and Singaporean government officials to launch new businesses
- Served as board director of Odetics' international subsidiaries

President & CEO – Gyr, Inc., a wholly-owned Odetics subsidiary
\$60m, 130 employee market leader in high-end electronic security solutions.

- Achieved 35% sales growth rate and 57% gross margins by:
 - Repositioning the company as a global provider of high-end, electronic security networking solutions
 - Developing new sales channels that included regional offices in London, Singapore, and Beijing
 - Launching new product lines in five different digital and systems product areas
 - Developing an e-commerce sales and service business
- Strategically acquired software control firm to expand company's systems integration capabilities
- Worked with investment bankers promoting Gyr IPO to the investment community

Managing Director (President & CEO) – Odetics Asia Pacific Ltd., Singapore

Founded Odetics' Asia Pacific headquarters in Singapore, overseeing all sales, service, and business development activities in the region.

- Grew business to \$10.0m in annual sales and \$2.0m in operating income in 28 months
- Managed Representative Office in Beijing and helped found joint venture in Zheng Zhou, China
- Successfully built a performance-oriented team of expats and Singaporeans

Managing Director (President & CEO) – Odetics Europe Ltd., Reading, England

Revamped European business for growth.

- Successfully launched several new leading-technology products in the European marketplace
- Signed key channel partners in Germany, France, and Italy
- Doubled annual revenues from \$6.0m to \$12.0m in 22 months
- Established manufacturing, service, and IT operations to enable business expansion

General Manager - Omutec Division, Anaheim, CA

Repositioned business to become a leading player in the sensor marketplace.

- Expanded division into commercial airline business (B747 and B777)
- Selected as strategic supplier for Europe's EFA and United States' F-22 military programs
- Brought company to profitability in 10 months, then divested operation for a multi-million dollar gain

Previous ten years consisted of progressive global business development responsibility with Moog Inc., Lear Siegler, and Goodyear Aerospace in the military and commercial aerospace industries.

Professional Affiliations

CXO Community
Social Executive Council

Waste2Energy
German American Chamber of
Commerce

Social Media Today
CEO Success Network