

MARTIN FURMAN

Yorba Linda, CA 92886

martyfurman@gmail.com

www.linkedin.com/in/martyfurman

714 624-7560

CEO/PRESIDENT/COO with Consumer and Industrial Products companies. Demonstrated ability to deliver quick sustainable results to the top and bottom line with both healthy and troubled businesses. Dynamic leadership where people are motivated and empowered to out-perform.

KEY COMPETENCIES INCLUDE

- P&L Responsibility
- Sales Growth and Business Turnaround
- Pricing Strategy
- Internet Marketing, Advertising, E-Commerce
- Global Sourcing
- Lean Manufacturing and Six Sigma
- Business and Product Development
- Sales and Marketing to Big Box Retailers

ACHIEVEMENT HIGHLIGHTS

- **Improved profitability of \$150M medium truck tire segment by over 10 percentage points** at Toyo Tires.
- Improved overall profitability and **increased sales by over 12% to \$668M** at Toyo Tires.
- **Reduced Operating Expenses over \$6M** at Toyo Tires **and over \$5M** at Pentel.
- **Doubled market share** of Pentel products at Office Products Superstore retail channel.
- **Reversed loss to profit and de-certified a union** at Avery Dennison's Base Materials Division.
- **Financial Analysis** including Activity Based Costing to rationalize product mix and variety, Customer and Product category P&L and Capital allocation.

PROFESSIONAL EXPERIENCE

TOYO TIRES, U.S.A., Corp, Cypress, CA.

2011-2012

\$600M+ supplier of replacement automotive and medium truck tires. Largest subsidiary of publicly held Toyo Tire and Rubber listed on the Nikkei Exchange. Position ended upon arrival of a new President/CEO from Japan.

Chief Operating Officer

P&L responsibility for the Toyo Tires brand including Sales, Marketing, Product and Business Development, Pricing, Budgeting and Financial Analysis.

- Improved overall profitability as a % of sales, increased sales by 12.3%, and turned around the \$150M medium truck tire segment to profitability.
- Reduced Operating Expenses by over \$6M through rigorous analysis of the return on promotional spending, sales incentive programs and organization design.
- Developed strategy to modify sales incentive programs tied to customer profitability improvement.
- Developed and implemented strategy to reposition the Toyo Tires brand supporting increased market pricing and brand awareness.
- Transitioned to Internet Marketing and advertising leading Toyo to become one of the most visited websites and popular social media companies in the tire industry. Increased searches for local tire dealers by over 25% resulting in a projected sales increase of over \$15M.

AMERICAN-DE ROSA LAMPARTS, Commerce, CA.

2010

\$30M Private Equity owned group of 6 lighting companies. Position eliminated due to merger.

Chief Operating Officer

P&L responsibility including supply chain, purchasing, customer service, China sourcing office (21 people) warehousing and distribution, marketing and IT. Stocked over 30,000 SKU's (custom and stock) lighting fixtures, ceiling fans and electrical parts imported from Asia and Europe.

- Double digit sales increase by implementing customer service telesales, reducing backorders more than 30% and improved speed of delivery by over 50%.
- Restructured 21 person China sourcing office improving supplier product quality and reliability, and identification of new suppliers.

- Significantly increased customer satisfaction based on survey data from over 400 customers, by implementing relevant metrics, tracking performance, increased training and telephone monitoring.

PENTEL OF AMERICA, LTD., Torrance, CA

2005 – 2010

\$100M privately owned Japanese company that is a global leader of writing instruments.

Chief Operating Officer

Leadership to reverse 5 years of declining sales and profitability in the very competitive office products industry. Responsible for Sales and Marketing, Operations, Promotional Products, Distribution, Accounting and Financial Analysis, Product Development, IT, and HR.

- Reversed many years of financial and market share losses by reducing Operating Expenses over \$5M in the first year by consolidated operations, optimizing inventory, restructuring sales and marketing, and elimination of unnecessary external professional services.
- Implemented Customer and product line P&L metrics including analysis of promotional activity to optimize pricing, product mix and promotional programs.
- Improved profitability of Promotional Products Division by improved pricing, new product development to meet the needs of the changing marketplace and sku rationalization.
- Improved service and delivery - recognized by several industry veterans as going from “worst to first”.
- Increased product placement and sales growth at Big Box retailers including Wal-Mart and Target.
- Increased market share by more than two times in the critical Office Superstore retail channel.
- Grew E-commerce sales by 300% through social networking, and internet advertising and marketing.
- Developed the Business Plan and Marketing Strategy to enter the multi-billion dollar Arts and Crafts market in the U.S. by launching a family of products under the Pentel Arts™ brand. Brand is now expanding globally.

TROJAN BATTERY COMPANY, Santa Fe Springs, CA

2001 – 2005

\$150+ million privately owned market leader in deep cycle batteries for golf cars, industrial equipment, marine and renewable energy markets.

Vice President of New Business Development

Leadership of new business development strategies including identification of new markets, technologies, potential acquisitions and business alliances.

- Supported record sales and profits by developing 17 new products adding \$18MM in first year sales.
- Launched a new maintenance free technology and line of marine batteries utilizing partners in China.
- Developed marketing alliance adding 400 retail outlets selling Trojan marine battery products.

Vice President of Marketing

Responsible for all marketing functions including brand development, product marketing, advertising, promotions and website development.

- Completed business and financial analysis to create a business to manufacture battery chargers, recommending Trojan Battery not enter this business. This proved to be a wise decision saving the company several million dollars.
- Helped returned the company to profitability by increasing total market share and after market sales 20%, and pushing through selective price increases in a difficult economy.
- Grew sales over 50% in a very competitive marine battery market by developing the strategy to win large retail accounts, launching new products and building the value of the Trojan brand.

EVERETT DENNISON, INC., Pasadena, CA

1990 – 2001

\$4 billion worldwide market leader in office products and pressure sensitive label materials.

General Manager - Specialty Films for Electronics

Responsibility to develop the Business Plan and Strategy to enter this multi-billion market.

Global Director of Manufacturing and Engineering, Strategic Initiatives

Advisor to the CEO and senior management on strategic operations issues and capital allocation.

- Leadership to develop the business plan and acquisition strategy for a new business startup to become a global supplier of coated and laminated films used as components and/or processing aids in the electronics industry.
- Responsible for business and financial justification for capital spending plan exceeding \$200M.

General Manager - Specialty Products, Fasson Roll Division

P&L responsibility for a \$20 million specialty and custom label materials business including Sales, Marketing, Pricing and Product Development.

- Started a new business segment increasing sales from \$16MM to \$22MM in the first year by accelerating product development, penetrating new markets and innovative marketing programs.

General Manager and Plant Manager, Base Materials Division

P&L responsibility for a \$55 million adhesive coated film and paper products division including Finance, Sales and Marketing, Plant Management, HR, Environment, R&D and Product Development.

- Reversed a \$1 million loss to a \$5 million profit and grew sales from \$33M to \$55M within 2 years.
- Key actions included Activity Based Costing Analysis to reduce sku's by over 20%, optimize pricing, implementation of 6 Sigma principles to increase capacity utilization, and reduce scrap rates from over 18% to less than 5%
- Led de-certification of a union that had been in place over 40 years.

Director of Engineering, Office Products, Brea, CA

Leadership for the technology strategy to support the transition from a \$200 million supplier to small stores and wholesalers into a \$1 billion supplier of consumer products to large retailers and national wholesalers.

- Built the first Division HQ Engineering department supporting manufacturing strategy, new product development, integrating acquisition of the Dennison Company and global office products divisions.

MARS, INC., Kal Kan Pet Foods, Vernon, CA.

1989 – 1990

Plant Manager – Pilot Plant

PEPSICO, INC. (FRITO-LAY)

1985 – 1989

Manufacturing and Engineering Manager, Plano, TX.

Plant Engineer, Jackson, MS.

Plant Engineer, San Jose, CA.

PROCTER AND GAMBLE, INC., Baltimore, MD.

1976 – 1985

Downy Business Manager – Baltimore Plant

Plant Project Manager

Department Manager – Synthetic Powdered Detergents

Shift Supervisor – Synthetic Powdered Detergents, Bar Soap

EDUCATION

Columbia University Senior Executive Program - New York City, NY - 1996

M.B.A. Finance - Loyola University; Baltimore, MD - 1982

B.S. Chemical Engineering - University of Maryland; College Park, MD - 1976

B.S. Chemistry - University of Maryland; College Park, MD – 1976

ACTIVITIES

Board of Directors and Treasurer – Alzheimer's Association of Orange County, CA. 2006 - current

California State University, Fullerton – Part Time Instructor, Integrated Marketing Communications. 2007

Sports and Fitness - Avid bicycle rider regularly competing in 100 mile rides.