

A. Casey Jones, MBA

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General Management Executive

Broad management background across multiple industries within Fortune 50 environments provides a “big picture” market perspective and new, creative solutions to age-old business challenges.

EXECUTIVE VALUE PROPOSITION

Resourceful and solution-focused leader with measurable results in transforming organizations to deliver **REVENUE / PROFITABILITY GROWTH** and **INCREASED SHAREHOLDER VALUE**. Analytical and proactive, with the ability to unravel critical operational issues, remove hindrances, and swiftly resolve problems. Adept at driving positive organizational change, particularly within a culture resistant to change.

Demonstrated success in activating **Customer-Driven Quality** and **LEAN / Continuous Improvement** programs in **Multi-Site** environments to achieve **Operational Excellence**. Solid **Financial** acumen, With a focus on evaluating and capitalizing on growth opportunities, while ensuring **Cost Control**.

BUSINESS VALUE / ROI

Proven ability to **(1)** Drive business results, including cash flow, profit management, and revenue growth, championing the development and communications of business strategies and execution priorities; **(2)** Assess business processes, create efficient procedures, and establish consistent standards throughout an organization to optimize operational performance; **(3)** Attract strong talent and align teams, developing and motivating staff to meet and surpass established business goals.

Experience, Key Contributions and Performance Milestones

Hannibal Strategic Consulting Group-April 2018 to Present President & Founder

Overview:

We help companies grow revenue and profits by assessing and developing business strategies, coaching and developing leaders, creating efficient processes, and aligning teams to optimize operational performance.

Cornerstone Achievements

- **Optimized Organizational Performance:** Worked with a company’s senior leadership team as a strategic partner to improve team dynamics, redesigned both the organizational structure, and the business operating systems. **STRATEGIC IMPACT:** The result of the work was to implement a new strategic plan, aligned the leadership team that enabled the delivery of the company’s intent, ensured that the right people were in the organization to deliver the desired results and identified, and documented the core processes of the organization, achieving **double- digit improvement** in both revenue and net profits.

SCOTT FETZER, A BERKSHIRE HATHAWAY COMPANY-2014 to January 2016**President- Altaquip, Division of Scott Fetzer***Overview:*

Provided strategic direction and operational leadership for the Largest Outdoor Power Equipment repair company, comprised of 30 locations and 500+ employees. With full P&L responsibility, worked to improve financial results by collaborating with the executive team to deliver customer satisfaction through operational excellence.

Cornerstone Achievements

- **Orchestrated Business Transformation and Organizational Culture Change:** Navigated a large-scale turnaround initiative to drive end-to-end process improvement, with focus on **(i.)** right sizing the business, resigning a key customer to a long-term contract, assessing operations, identifying critical areas of opportunity and implementing strategic changes in operations and business strategy; **(ii.)** establishing standardized systems, metrics, policies and processes; **(iii.)** implementing a Continuous Improvement culture; and **(iv.)** recruiting and developing a high caliber team. **STRATEGIC IMPACT:** Championed **company-wide rollout and execution of a Six Sigma Initiative**, consistently enhancing financial, operational, and customer-driven metrics. **Improved Operating Income by 83%** and key customer metrics from **65% to 94%**, as well as achieved **double-digit improvement** in our conversion, logistics, and materials gross margins.
- **Delivered Discipline in Cost and Financial Management:** Implemented numerous initiatives to maintain a robust control environment, including education and upgrading of Business Unit Managers on P&L, Service Delivery, Customer Relationships, and Recovery. **STRATEGIC IMPACT:** Disciplined structure enabled the organization to **capture a significant amount of operating income, previously lost as a result of improper budgeting and forecasting practices.**

SEARS, ROEBUCK AND COMPANY, Fontana, CA – 2003 to 2014**Regional General Manager, Sears Home Delivery (2006-2014) Regional General Manager, Sears Product Repair Services (2003-2006)***Overview:*

Initially, provided leadership for all aspects of the Carry-In Repair operations, with 12 automated repair facilities and **1000 + employees**. Subsequently, promoted to a larger, highly visible role with responsibility for a **\$250M P&L** logistics business, comprised of 35 locations (distribution centers and national 3PL carriers), serving over 1 million customers. Led all aspects of safety, cost control, inventory, quality, shipping/receiving, capacity planning, customer satisfaction, employee relations, and performance measures. Achieved **ISO 9000** certification.

Cornerstone Achievements – Home Delivery Business Unit:

- **Acted as Performance Leader and Driver of Change:** Built a best practices infrastructure, implementing Lean Sigma methodology, and skillfully navigating a large-scale improvement initiative. **STRATEGIC IMPACT:** Drove continuous improvement based on understanding of client needs, distribution network, and business strategy. Reduced product damage rate **from 3.4% to .78%**, improved completed delivery rate **from 82.5% to 96.2%**, and increased productivity by **20%**.
- **Maximized Revenue and Profitability:** Drove a streamlined organization, eliminating non-value-added activities, implementing open communications, and key performance metrics to achieve a unified infrastructure across all locations. **STRATEGIC IMPACT:** Created synergy and value across the locations, building an efficient, cost-effective operation with “one face” across all services delivered to customers and **removed \$10M in costs**.
- **Optimized Organizational Performance:** Developed a top-caliber team, creating a customer-focused and productive workforce to increase the company’s service flexibility and responsiveness. Successfully communicated organization-wide changes to employees, helping them to understand, adjust and grow with the transformation. **STRATEGIC IMPACT:** Positioned Home Delivery Business Unit as **#1 in the nation** for **Customer Satisfaction, Performance Operations, and Services Recovery** in the Balance Scorecard.

Cornerstone Achievements – Product Repair Services Business Unit:

- **Achieved Operational Excellence:** Transformed organizational culture from “reactive” to a proactive and productive environment. Demonstrated passion about problem solving, a systematic and disciplined approach to process improvement, responsiveness to rapidly changing operating environments, and the ability to provide inspirational leadership. **STRATEGIC IMPACT:** Led organization to achieve **“Region of the Year” award two consecutive years**, based on Balanced Scorecard in Cost, Operating, Customer and Associate metrics.

CARRIER CORPORATION, Division of United Technologies, Athens, GA – 1996 to 2002**Plant Manager (1999-2002) Process Consultant - (1996-1999)***Overview:*

Initially, served as an internal Process Consultant, driving “Lean Thinking” and Continuous Improvement across the globe (organization comprised of **88 plants in 26 countries**), with a key focus on inventory and production optimization. Later, promoted to Plant Manager, with oversight for a **\$352M** Truck/Trailer Refrigeration Division, providing leadership and guidance to the overall manufacturing operation with **500 + employees**.

Cornerstone Achievements:

- **Drove Aggressive Operational Turnaround:** Deployed LEAN Transformation and Quality initiatives, delivering significant business results while developing teams, organizational behaviors, and values to sustain those results. **STRATEGIC IMPACT:** Increased operational efficiency, customer satisfaction, and quality. Key achievements: **80%** reduction in plant cycle time, **57%** WIP inventory decrease, increased on-time delivery from **65% to 93%**, improved EH&S performance by **83%**, and achieved **over 2 million hours** without a lost time accident.

Early Career	Various Production and Manufacturing roles at SARA LEE HOSIERY (1990-1996); ZIMMER, division of Bristol Myers (1987-1990); and GENERAL MOTORS (1984-1987). US ARMY Officer (1979-1999)
Affiliations	Board Member , Floturn Inc, Goering Center for Family & Private Business, Former Board Member, Cygnus, Inc. Babcock School of Management Alumni Council Member
Education	MBA , Executive Program, Babcock School of Management, Wake Forest University, Winston Salem, NC BS, Economics , Excelsior College, Albany, NY