

Bradley DeRuiter

19360 Rinaldi Street, Suite 395 Northridge, CA 91326,

Mobile: 818.359.0973 brad.deruiter@gmail.com

LinkedIn www.linkedin.com/pub/bradley-deruiter/1/740/b04

SUMMARY

Senior executive with over twenty years of corporate leadership experience. Demonstrated experience in developing distribution into new markets. Proven ability to incorporate strategic and calculated management expertise to produce increased top line and bottom line results. Excellent analytical skills and leadership skills, motivating and building teams to achieve desired results. Proficient negotiator and networker. Responsible for initiating lean manufacturing processes to produce cost reductions while increasing efficiency.

SKILLS

- Proven analytical skills with demonstrated talent for identifying, scrutinizing, improving, and streamlining complex work processes.
- A high-energy, enthusiastic and dependable team player who excels in challenging and competitive environments.
- Highly proficient at learning new skills and accurately comprehending new product information and its related market potential.
- Demonstrated leadership abilities in sales management with proven experience in territory expansion through establishing distribution in key areas.
- Gifted in problem solving, proven experience in lean manufacturing, best practices along with environmental, health and safety emphasis.

EXPERIENCE

Lead Consultant,

2013 - Present

On Track Results, Northridge, CA

Founder and lead Business Consultant for On Track Results.

- Examine market potential and directed implementation of strategic campaigns focusing on highest revenue and gross profit delivering best ROI.
- Overall business development, exploring key data points and organizational habits to determine and implement growth potential both in profits and in long term proficiency of personnel.
- Analyze financial data to discover potential for increases in cash flow, gross profits and cost reductions.
- Train entrepreneurs to develop polished business plans.

Director of Distribution,

2010 - 2012

Ennis Paint, Los Angeles, CA

- Managed overall budget for global distribution outlets, reporting directly to CEO.
- Trained Store Managers to implement company's best practices.
- Standardized inventory procedures between sales, stores and manufacturing to achieve optimum levels.
- Maximized cash flow for manufacturing plants and distribution outlets.
- Implemented updated safety policy reducing loss time accidents by over 50%

President,

2002 - 2010

Pervo Paint Company, Los Angeles, CA

Established strategic vision, elevated organization's profile and extended previous market reach, corrected inefficient practices and established a superior product base with increased gross margins.

- Increased sales over 300% and doubled net income as a percent of sales, from less than 5% to 10% within four years of taking the position.
- Increased market penetration into new regions through opening new distribution channels.
- Developed new corporate mission achieving cohesive market positioning and customer value proposition.
- Created corporate wide policies and procedures to fulfill new corporate mission, leading to consistent product quality, increased customer satisfaction and more streamlined and cost effective manufacturing processes.
- Implemented more stringent and consistent enforcement of standards for quality and safety within State agencies for traffic marking products.
- Negotiated with local and international vendors to acquire better terms, pricing and raw material supplies.
- Fulfilled the board's directive to sell the company to an approved buyer, playing an essential role in the acquisition process and negotiations that led to a successful sale and transition.

President, 1998 - 2001
Davlin Coatings Inc., Berkeley, CA

Revamped entire company image in the market place, extending market reach to a global level.

- Elevated net income by 300%
- Rebranded product line crafting new logo and marketing materials.
- Created new warranty program minimizing liability exposure and expanding customer base.
- Increased distributorships throughout main market in the Western United States and Western Canada as well established overseas distributors in South Korea, Guam and Hong Kong.

Director of Sales, 1996 - 1998
Davlin Coatings Inc., Berkeley, CA

- Responsible for establishing new territory.
- Increased sales by nearly threefold over a two year period.
- Extended distributor base into new regions.
- Oversaw trade show program in Western Region.

Lead Research Analyst, 1994 - 1996
Marketing Solutions (start-up), Azusa, CA

Repositioned company brand by redesigning image thru enhanced presentation of reporting materials bringing in a more profitable client base.

- Responsible for interpreting customer data, creating and writing reports based on data collected. Customers included Easter Seals and other large non-profit organizations.
- Developed and designed all the graphic design work down to print ready materials.
- Reprogrammed the software used to gather data, reducing the processing time for data mining from overnight to a few hours.
- Hired and trained a telemarketing team including writing scripts to gather the necessary marketing intelligence the customers needed.
- Designed and managed an in house telemarketing center vastly reducing costs of leasing an outside call center.

EDUCATION

Westmont College, Santa Barbara, CA

B.A., Business and Economics,

1986

GPA: 3.89. Graduated with Honors, Magna Cum Laude

Additional concentrations in Management, Computer Science and Mathematics.

References:

Joe Feig

Managing Director

Janas Consulting

201 S. Lake Avenue, Ste. 302

Pasadena, CA 91101

T. 626.432.7000; Ext.: 4458

C. 310-600-7026

Email: jmf@janascorp.com

Diana Reyes

General Manager

Colorado Paint Company

4747 Holly St.

Denver, CO 80216

T. +1-303-388-9265 ext. 205, C. +1-931-698-8255

F. +1-303-388-0881

Email: diana.reyes@swarco.com

M. John Midea

President & CEO

Resco Products

2 Penn Center West Suite 430

Pittsburgh, PA 15276

T. 412-294-1022

Email: John.Midea@RescoProducts.Com

Warren Bryce Anderson

Chairman of the Board

Ennis Flint (Formerly Ennis Paint)

5910 North Central Expressway, Suite 1050

Dallas, Texas 75206

Phone: 214-874-7212

Mobile: 214-505-8396

Email: brycea@ennistraffic.com