

ADRIANA MCLANE

Growth Strategist



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REFERENCES

Ty Johnson, CEO, Residential Design Services

"I've been fortunate enough to work with Adriana as both the President of Euramax as well as the CEO of Residential Design Services. Adriana has the unique ability to quickly synthesize information about the business and identify the critical issues and key growth drivers. In addition, Adriana has an absolutely wonderful disposition. She works well with all levels of the team, showing proper respect/empathy but pushes appropriately. Adriana has a ton of energy and always delivers! It has truly been a pleasure working with Adriana."

SUMMARY

Innovative, results-driven business leader possessing a unique blend of strategic marketing and broad operational experience. Creative thinker with proven strength in developing compelling strategic visions, identifying growth opportunities, and delivering strong execution plans. Team builder with demonstrated talent for inspiring others to embrace a vision, fostering strong relationships, and motivating teams to drive objectives. Qualifications and expertise include:

Vision, Strategy, & Execution * Growth Management & Business Development * Product & Channel Marketing * Team Building

EXPERIENCE

2013 - Present Growth Strategist
the a.m. insight, LLC

I work with management teams to identify inventive growth opportunities and to create strategic action plans to move those opportunities forward. My focus is on growth through business and product development, route to market innovation, and culture change. By applying a disciplined methodology to the ideation process designed to identify actionable insights, I am able to create not only innovative solutions for my clients, but action plans that can be readily executed. Some of my engagements include:

- Residential Design Services: Multi-year engagement leading executive team in annual strategic planning process and developing growth plans for high potential projects.
- Husqvarna Consumer Brands: Evaluated major business development opportunity, identifying key market drivers and assumptions used in valuation scenarios.
- Euramax International: Performed diagnostic evaluation of business, recommending cohesive business strategy that included the best retail growth plan and organizational product portfolio mix.
- S & D Coffee and Tea: Worked with leadership team to create vision, mission, positioning and value propositions for new Specialty Coffee segment.
- Rubbermaid Healthcare: Evaluated and identified new growth segments for acquisition and investment. Led business development initiative for product development agreement for medical equipment in new segment. Created leasing program with two key partners to provide financing flexibility to overcome sales objections.
- Huber Engineered Woods and National Gypsum Company: Helped management team identify major vulnerabilities as well as innovative growth opportunities using "Kill the Company" work session.
- Britax USA: Developed a line review strategy for Babies R Us resulting in significant gains in shelf space.
- Biz Technology Solutions, Inc.: Developed vision, mission, positioning and value propositions, and strategic marketing plan for healthcare enterprise solution.

Jeff Hohler, President,
Husqvarna Consumer Brands

"Adriana is an innovative thinker who is extremely talented at creating strategic visions for the future, motivating management around those visions and developing strong execution plans to achieve related goals and objectives. ... Adriana is a dynamic leader, a professional who wins the respect of others through her integrity and genuine desire to bring out the best in her teams."

Kent Jones, VP Global Supply
Chain, Wabtec

"Adriana's biggest strengths are her creativity and strategic vision. She succeeds by bringing diverse groups of people together and inspiring them with a compelling vision of the future."

M. Mortimer, Director of
Strategic Planning, National
Gypsum Company

"Adriana offers a fresh approach to asking complex questions and digging below the surface for solutions."

M. Chouffani, President, BizTech
Solutions

"Adriana's understanding of the buyers psychology and the market resulted in an impressive marketing strategy. She is very creative and thinks out-of-the box."

Paul Nizzere, President, Windsor
Park, LLC

"One of the first things that struck me about Adriana was her ability to listen, a rare and valuable business commodity.... she exhibited a keen intelligence, absolute integrity and the managerial courage to make tough decisions. I observed how she developed strong relationships with her coworkers winning their respect as she led them through several complex projects."

2007 - 2009

Director of Commercial Foodservice, Rubbermaid Food & Home
Products

Newell Rubbermaid, Inc.

Newly created position designed to refine and execute accelerated growth strategy for the \$64MM global commercial foodservice business. Implemented significant organizational changes in "route to market" business model needed to drive market share growth and improve business segment profitability. Accomplishments included restructuring manufacturing platform to drive margins, re-engineering distribution model to improve service, creating product and channel marketing teams to fuel new product development and operator demand generation, and repositioning brand to relevant and valuable position in industry. Led staff of eleven managers and sales and marketing budget in excess of \$3MM.

- Restructured manufacturing platform for key food storage products in portfolio driving over \$3.8MM in productivity savings and resulting in improved lead times.
- Implemented a flexible distribution model based on customer-driven requirements. New model improved shipping terms and increased estimated sales opportunities \$3MM with existing and new distributors.
- Developed and negotiated expanded food storage program for largest foodservice customer delivering \$1MM in new sales.
- Created demand generation team designed to work with sales organization and foodservice operators to promote trial of Rubbermaid products and create pull-through marketing initiatives for key distributors.
- Launched new products including safety storage, washable scales, and safe ice handling system driving over \$1MM in sales and strengthening repositioned brand.

2005 - 2006

Director of Business Development, Rubbermaid Food & Home
Products

Newell Rubbermaid, Inc.

Established the new business development process for the division including identifying and developing strategic alliances, acquisitions, and licensing opportunities, and managing strategic relationships and negotiations. Identified new opportunities and expanded market reach for commercial foodservice long-term growth strategy.

- Led the acquisition of Pelouze business, performing due diligence and driving both the divisional and corporate level negotiations. Acquisition increased business segment profit by 60% and expanded market presence in high growth category new to Rubbermaid.
- Created the project team and integration plan for Pelouze acquisition. Led the business integration including operations, sales, marketing, distribution, finance, and sourcing. Integration required achieving collaboration among three other business units and corporate support teams. Completed integration in 90 days with a return to normal ship fill rates within one week of "go live" integration date.
- Executed a substantial licensing agreement in the kitchen accessories business with guaranteed royalties over \$5MM over the life of the contract.

2004 - 2005 Director of Marketing, Rubbermaid Food & Home Products
Newell Rubbermaid, Inc.

Managed \$100MM consumer kitchen accessories and beverageware business. Created an accelerated product development business model for the kitchen accessories business designed to minimize internal resource requirements while improving speed of new product introductions. Developed and executed an innovative marketing plan to penetrate new market opportunity for Rubbermaid in the fast growing "tween" segment. Managed team of five product managers and marketing budget of \$2MM.

- Created a self-directed "Kitchen Accessories Development" Team comprised of internal marketing, engineering and sourcing members; BMW Designworks; and an outside sourcing company. Team structure reduced internal resources required to launch new products while providing speed and flexibility absent in previous organizational structure.
- Revived the underperforming kitchen accessories category driving \$5MM in incremental net sales. Created three year product road map for future growth in kitchen organization market.
- Identified "tween" segment market opportunity for beverageware products and launched Hip Sips product line, partnering with the leading tween retailer, The Limited Too. Product sold through stores in less than two weeks and became the retailer's most successful non-clothing promotion.

2002 - 2004 Director of Marketing and Global Strategic Business Unit Leader,
Irwin Industrial Tools Division
Newell Rubbermaid, Inc.

Developed and implemented marketing strategies for \$70MM saw blade and linear edge professional power tool accessories business. Global Strategic Business Unit (SBU) Leader for saw blades leading the five-year product roadmap, global branding, and manufacturing strategies. Managed staff of five product managers and marketing budget in excess of \$1.5MM.

- Repositioned and extended the flagship MARATHON saw blade line to improve gross margins by 5% and reinforce market leadership position resulting in a 25% increase in annual sales.
- Launched new linear edge category with leadership performance position delivering \$7MM in annual sales.
- Restructured manufacturing platform driving a \$3MM reduction in annual manufacturing costs.

2001 - 2002 Commercial Six Sigma Black Belt, GE Sealants & Adhesives
General Electric Corporation

Managed commercial Six Sigma activities for Lowe's Home Improvement stores for the caulk and sealant business. Responsibilities included optimizing comp store growth and gross margins by measuring the impact of promotions, plan-o-grams, and point of purchase tools using point of sale trends and store segmentation to implement optimized solutions.

- Developed dynamic analysis models utilizing weekly point of sale data to identify underperforming stores, improve forecasting, and manage regional distribution center and store inventory levels. Models resulted in immediate \$500K gross margin improvement for Lowe's.
- Segmented stores by demographic data, store profile, and regional indicators for development of store specific plan-o-grams designed to optimize sell-through.

- 2000 - 2001 Marketing Manager, GE Sealants & Adhesives
General Electric Corporation
- Developed marketing and sales strategy for the construction adhesives category in the consumer and professional channels driving a 30% increase in annual sales. Performed market research and analysis to identify new product opportunities. Created all promotional, advertising and channel marketing plans.
- Led the repositioning and repackaging design of the Pro Performance line reducing cost 15% through reformulating products, optimizing graphics, and rationalizing unprofitable sku's.
 - Launched new professional adhesive product with leadership performance resulting in \$6MM incremental sales.
 - Developed digital product launches and category intranet site designed to reduce administrative costs and improve sales and marketing communication.
- 1996 - 2000 Senior Financial Analyst, Corporate Accounting Supervisor
M-D Building Products, Inc. (Acquired by GE in 2000)
- Championed annual \$300MM budgeting process for all functions and led monthly, quarterly, and annual operating reviews.
 - Developed customer and product category profitability models to identify grow and divest opportunities for strategic planning reviews.
 - Negotiated and secured \$20MM credit revolver and maintained compliance with debt covenants.
- 1994 - 1995 Controller & Treasurer
Barnes Microsystems, Inc.
- Managed all controllership responsibilities for \$10MM computer retail outlet.
- Implemented automated POS system with bar coding technology for management of inventory, purchasing, and sales analysis.
 - Developed forecasting and budgeting process for management visibility.
- 1990 - 1994 Senior Audit Associate
Price Waterhouse Coopers
- Managed staff of auditors for financial and compliance audits and SEC filings. Specialized in consumer retail and manufacturing clients.

EDUCATION AND CERTIFICATIONS

- Master of Business Administration, Marketing
 - Michael F. Price School of Business, University of Oklahoma, Norman, OK
- Bachelor of Accountancy, Accounting
 - University of Oklahoma, Norman, OK
- Six Sigma Black Belt, General Electric Company (2002)
- Certified Public Accountant, State of Oklahoma (1992)