

Pheteplace & Associates

- ❖ **Strategic Analysis & Plan Facilitation**
- ❖ **Mexican Maquiladora Facilitation**
- ❖ **Turn-around & Interim Management**
- ❖ **Cost Reduction Facilitation**
- ❖ **Project Management**



David W. Pheteplace

Pheteplace & Associates is a consulting organization that is focused on the practical side of business operation, profit generation and revenue growth. We are experienced executives, not career consultants. Combining well established business techniques and processes, we get the results you need, fast.

We are experience-based trouble shooters, problem solvers and implementers. We can help your company develop winning strategies, resolve quality or on time delivery issues, identify ways to improve your profitability and growth, develop new products and markets, manage projects, or help you manage the business through changes in personnel.

We base our consultation on years of broad experience in the electronics business including division management, operations management, marketing and sales management, and strategic planning. With extensive experience in turn-around and change management, we have the perfect platform from which to help you with your business.

Services

Strategic Analysis and Plan Facilitation.

Provide owners, senior management, boards and investors with an unbiased, factual and accurate assessment of either current or potential businesses. We conduct a situation appraisal of the market, sales channels, competitive environment, product profile, manufacturing capabilities, engineering, marketing and sales capabilities, cost structure, financial performance and team players. Additionally, we can facilitate the strategic planning process with the management team including plan execution.

Mexican Maquiladora Facilitation.

Provide companies with advice and support in starting-up manufacturing operations in Mexico under the maquiladora program, dealing with issues that have developed in an existing operation or helping improve an existing operation. Knowing the maquiladora system, the cultural and the rules are keys to having a successful manufacturing operation in Mexico.

Turn-around and Interim Management.

Help rescue businesses that are struggling financially, have lost the leader or a key senior manager, or are confronted with other challenges where the senior management team needs help on a short-term basis. Assistance can span from direct management of the business to guidance and facilitation of the existing management team. The services are specifically aimed at improving short term results and setting the business on a successful path for the future.

Cost Reduction/Continuous Improvement Programs.

Help businesses identify opportunities for cost reduction in organizational structure, manufacturing operations and product cost. Set up the systems to insure that the program becomes continuous and part of the business culture going forward.

Project Management.

Businesses frequently lack the resources and/or expertise to implement new projects. We can help bridge that gap. Projects could include facility relocation and start-up, lean and six sigma implementation, ISO implementation, develop a business continuity plan, new product introductions,

or evaluating and addressing specific business issues you may have.

Resources include the principal and seasoned business professionals targeted toward the specific projects as required.

For more on the services and products, including on-site seminars for team building, strategic planning and more, visit www.phetepplace.com.

Background of Principal

My background includes 12 years of experience in strategic planning, marketing and sales, plus 15 years at the VP/GM management level. Companies include Bendix Corp., Allied-Signal/Amphenol Corp., Labinal Inc., Robinson Nugent, Inc., Leviton Mfg. and Dialight Corp.

Successes include:

- ❖ Three turn-around management situations where the businesses were successfully revived and grown. Turn-arounds accomplished through programs such as strategic refocusing of the business, product expansion and/or pruning, manufacturing cost & cycle time reduction using six sigma/lean, offshore manufacturing, infrastructure reorganization, organizational re-engineering and business culture realignment, outsourcing/insourcing, and re-establishing teamwork and pride within the business. Results include: PBT increases of 300%. Sales AGRs of 20%+. Product cost reductions of up to 75%. Operating margin improvements of 25%+. SG&A expense reductions of 30%+.
- ❖ Annualized cost savings and revenue growth each exceeding \$100M.
- ❖ Numerous new product introductions, new product line introductions and business start-ups under my leadership.
- ❖ The capture of major programs with companies such as Apple, Garrett, H-P, AT&T/Lucent, 3Com, Cisco, IBM, Boeing, Sun, Dell & DEC.

Experience includes:

- ❖ Significant international experience in Mexico, the UK, Europe and the Far East including sales activities, key account management, and manufacturing operations. Worked directly in Mexico for 4 years. Worked for a French company for 2 years. Understand and adapt well to many different cultures.
- ❖ Strategic marketing analysis and plan implementation including business focus realignment and new market identification.
- ❖ Acquisition/divestiture analysis in large and small corporate environments. Joint venture set up and management in the US and Far East.

- ❖ Start up of off shore manufacturing facilities in Mexico and the Far East.
- ❖ Significant experience with Mexican maquiladora manufacturing operations.
- ❖ Implementation of ISO, six-sigma, lean manufacturing, cycle time reduction and total quality programs.
- ❖ Customer industries include telecommunications, computers, computer peripherals, contract manufacturing, military/aerospace, construction, retail and automotive.
- ❖ Industries. I have worked in the Aerospace, Electronics, Industrial, Military and Contract Manufacturing industries. Specialized fields include commercial and military electronic components and connectors, electronic and electrical assembly, and contract manufacturing. Corporations ranged from \$100M to \$11B in size. Divisional experience ranged from \$30M to \$700M in size.
- ❖ Manufacturing technologies. I am experienced in molding, SMT and thru-hole printed circuit board assembly, semi-automated and automated assembly lines, metal turning, stamping, plating, and cable & harness assemblies.

Principal's Consulting Style

- ❖ My approach varies with the situation, but is basically a team building, open door, facilitative style, which builds credibility through action and performance.
- ❖ My approach is particularly effective as a change agent in that significant change can be accomplished through a team developer and building collaboration with existing team members. This minimizes the amount of organizational turmoil as changes are identified and implemented.

Education

- ❖ St. Lawrence University, Bachelor of Science
- ❖ Syracuse University, MBA, specializing in marketing and innovation management
- ❖ Numerous professional courses including systematic problem-solving, decision-making & planning; strategic planning; strategic marketing; product management; lean/six sigma techniques, negotiating skills and employee productivity.

Availability

- ❖ Available for global assignments.
- ❖ Timing will depend on the scope of the project.

Contact Information

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