

# BRUCE A. BOYD

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## SENIOR BUSINESS DEVELOPMENT AND MANAGEMENT EXECUTIVE

*President/CEO • Managing Director • General Manager • Vice President*

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Dynamic corporate leader with extensive financial, operations, sales/marketing, and business development expertise across broad range of industries. Offer broad base of executive management expertise gained within rapid-growth and turnaround environments. Strong generalist offering experience in repositioning business with ability to quickly adapt to new markets and develop innovative and profitable business solutions. Demonstrated track record in global business ventures, consolidations, and corporate restructuring. *Core competencies include:*

- Strategic Business Planning
- Business Re-engineering
- Corporate Finance & Budgeting
- Mergers, Acquisitions, & Negotiations
- Staff & Policy Development
- Profit & Loss Accountability
- Multi-site Operations Management
- Turnaround & Change Management
- Organizational Development
- Project Management & Planning

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### PROFESSIONAL EXPERIENCE

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**PRESIDENT, COMMEND, INC., San Antonio, TX**

2001–2005

Established strategic plan and implemented multiple business markets and paths to market for North American headquarters of \$35 million Austrian manufacturer and distributor of internal communications equipment. Developed brand awareness and technology leadership in well-entrenched and mature markets. Strategically positioned company for substantial growth in networking and IP solutions.

- Developed strategic alliances with OEM partners in multiple industries, ensuring continued market share growth. Obtained market shares of 20% for offshore drilling communication and 60% for parking operation communication within three years.
- Key player in penetrating security operations of more than 15 of top Fortune 100 companies, resulting in tri-fold recurring sales growth for several years as new locations networked into original system. Ultimate growth plans incorporated up to 50 new locations.
- Successful in bringing startup operation to positive cash flow in two years and generating profit in three years. Additionally, brought company from zero to 15% market share in just over three years.

**PRESIDENT, STENTOFON COMMUNICATIONS, Kansas City, MO**

1996–2000

Led North American headquarters of \$130 million international manufacturer/distributor of internal communications equipment. Managed 20 headquarters employees and seven distributed sales employees, including all financial and business controls, advertising, marketing/sales, service/technical support, and materials. Established sales compensation plans that more directly reflected goals of company and improved dealer-based product distribution procedures. Conceived, developed, and implemented all strategic plans and presented to corporate executives. Expanded sales in Central and South America by more than 400%.

- Selected as “Division of the Year” for two straight years through implementation of turnaround management strategies: achieved 4% profit in first year and 8% profit in two years after consistently realizing 5% losses.

### **PROFESSIONAL EXPERIENCE (continued)**

- Successful in turning unprofitable organization and showed 30% increase in sales revenues within first year, 22% in second year, and nearly 30% in third year with overall revenue increases of approximately 100%.
- Played key role in expanding distribution lines from single path of dealers/VARs to four different paths to include OEM partners in three markets, national service organizations, and national distribution.

**PRESIDENT, CHUBB SECURITY, Austin, TX**

1985–1995

Directed operations for US headquarters of world's largest security company and rapidly growing electronic security services organization. Managed 117 employees in five branches consisting of sales, installation/service, and branch management. Oversaw all business initiatives for five offices acting as separate profit centers. Worked closely and effectively with corporate office in developing all operating procedures and controls.

- Formalized detailed strategic plan to create national presence and achieve 1,000% growth.
- Generated 9% profit within 18 months after company previously realized 7.5% loss.
- Developed detailed 5-year strategic plan to grow company through combination of acquisitive and internal growth. Grew from under \$5 million to \$15 million.
- Achieved 80% increase in sales productivity within three years through implementation of new sales compensation plan, reworking marketing and advertising plan, and emphasis on concentration of expertise.

**PRESIDENT, AMF GEOSPACE, Houston, TX**

1981–1985

Recruited to position accountable for total P&L of wholly owned industrial manufacturing subsidiary. Managed 525 employees at two locations. Turned around quality and throughput to quickly make company profitable. Developed strategic plan to achieve 400% growth in sales over five-year period through both internal efforts and acquisitions. Established co-production arrangements with overseas companies. Interfaced with corporate office. Full P&L responsibility and expanded international sales as domestic business declined.

- Turned around operations to 6% profit in 90 days (from previous quarterly loss of 5%). Restructured manufacturing and quality assurance departments and subsequently improved throughput and lead times.
- Instrumental in increasing sales from \$18 million to \$35 million in less than three years.
- Significantly improved market share in France from 10% level to 90% level by establishing co-production agreement with French company for selected sensor, ultimately designating product "Made in France."
- Pivotal in increasing market share by 25% in China (from less than 10%) through finalization of manufacturing joint venture. Initiative ultimately boosted company market share to 50%.

Fast-track promotion through series of increasingly responsible positions including **Vice President of Operations, Quality Control Manager, Project Manager** for MARK PRODUCTS, INC., Houston, TX (three years).

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### **EDUCATIONAL BACKGROUND**

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B.B.A.—*Summa Cum Laude*, **Business Administration, UNIVERSITY OF HOUSTON**, Houston, TX