

DAVID BURCH

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SENIOR OPERATIONS / GENERAL MANAGEMENT EXECUTIVE

Branch, National & International Operations / Customer Service & Delivery / Union and Non-union Management

Successful business leader with extensive senior operations and business management experience. Track record of delivering significant contributions to revenue, performance, and profit improvement. Provide outstanding organizational, communications and crisis management skills, employing a decisive and proactive leadership style driven by emerging market and business opportunities. Committed to fostering growth while protecting the integrity of the corporation. Core competencies include:

- * Executive & Line Management Leadership
- * Market-driven Management
- * High-level Contract Negotiation
- * Customer Relationship Management
- * Process Improvement & Reengineering
- * Strategic Planning & Corporate Development
- * National & Global Market Support
- * Leadership Training & Staff Development

MBA & BS: Mechanical Engineering – Somerset University

CAREER EXPERIENCE

CCD, INC., Birmingham, Alabama

June 2003 to Present

DIRECTOR of OPERATIONS

Full accountability for all operational aspects and P&L performance for this mechanical engineering and estimation consulting firm. Oversee all engineering and project responsibilities, including design for heating, ventilating, air conditioning, control, refrigeration and plumbing projects, and equipment selection. Create schedules using MS Project and used Means and other automated estimating programs for projects such as HVAC/R load calculations, equipment selection, layout/design and contract pricing.

RC&S, INC., Birmingham, Alabama

June 1996 to May 2003

VP of OPERATIONS

Managed all operations for a high-profile design/build mechanical contracting and service firm for industrial / commercial projects. Challenged to support all sales and marketing programs while coordinating all project operations to capitalize on market opportunities, build profitable client relationships and drive long-term revenue growth. Full operational and P&L responsibility for all divisions, including engineering, mechanical, service and capital equipment sales.

- Directed operational efforts for a \$38 million firm with three satellite branches in Tampa, Atlanta and New Orleans, serving 27 US states and seven countries over six-year period.
- Managed all strategic planning, engineering, project management, and budget development as well as oversight of six division managers with 400+ employees.
- Structured and negotiated project bids up to \$14.7 million by building and leveraging client relationships to establish credibility within intensely controlled and competitive markets.
- Negotiated more than \$50 million in design/build, bid/spec contracts, capturing national accounts and maintaining 26% average gross profit along with international clients achieving up to 38% gross profit.

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DAVID BURCH
SUMMARY OF QUALIFICATIONS
PAGE TWO

Highlights:

- Negotiated and closed a \$2 million annual contract for overseas equipment sales and onsite installation featuring 18-22% net profit on each project and deadline-oriented supplier and installation terms.
- Orchestrated all engineering, cost justifications, ROI and equipment layout activities that generated a \$14.7 million contract: a build and equipment project more than twice the size of any previous work. Collaborated with client CFO to plan equipment suitable for their financial projections.
- Selected by a key client to reform the maintenance department of their \$100 million food processing plant. Implemented process improvements and departmental restructuring to reduce expenses \$500,000 within the first year. Subsequently handpicked their next Maintenance Director with successful retention (seven years to date) and continued cost savings.

KOLPAK, INC., Brentwood, Tennessee

May 1993 to May 1996

OPERATIONS DIRECTOR: Tonka Division (1/1994-5/1996)

Held full strategic, operating, sales, marketing, staffing, customer relationship management, R&D and P&L responsibility for this multi-plant division of the US's largest manufacturer of walk-in coolers and freezers.

Tasked with maintenance and development of multimillion-dollar, multiyear contracts for national clients such as Wal-Mart/Sam's Club, Kroger's and Winn Dixie.

- Served as onsite senior executive as well as negotiator for major contracts and change agent for plant layout, HR and pricing.
- Challenged with building a new "best-in-class" organizational infrastructure and driving expansion in the national market.

Highlights:

- Expanded share of a rapidly shrinking market by repositioning product to price-sensitive customers and building a more aggressive and "on-board" sales team. Revenues increased more than 20% to \$41 million.
- Eliminated seasonal losses by moving Mason City operations to a more perennial region, which led to 7% per-unit labor cost reduction, improvements in union relations and reduced shipping costs.
- Increased profit per unit 5.2% by developing a warranty tracer program to identify root causes of claims, and transforming plant layout to eliminate quality issues.
- Enabled \$500,000+ in first-year savings by researching and presenting test results for a new polyurethane foam product to the CEO.
- Played major role in company merger.

DIRECTOR: Warehouse Sales (5/1993-12/1993)

Accepted challenging opportunity to lead a critical turnaround of sales and marketing for walk-in coolers / freezers and open historically blocked channels. Redefined sales objectives, strategies and training for the Warehouse Division servicing institutional, industrial and special-use sectors.

Highlights:

- Completely rebuilt the sales team to focus on core business strengths while pioneering innovative sales, marketing and business development campaigns, generating 200%+ more sales in six months than the entire previous year.

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DAVID BURCH
SUMMARY OF QUALIFICATIONS
PAGE THREE

BURCH CORP., Birmingham, Alabama

June 1975 to May 1993

VICE PRESIDENT

Progressive growth through a series of comprehensive business responsibilities and promotions within this HVAC/R contractor and capital equipment reseller. Held full P&L responsibility for twelve years, effectively transforming a near-bankrupt organization into a highly profitable market leader. Directed all strategic planning, banking and finance, capital expenditures, new business acquisition and project management.

- Launched ongoing company growth (rapid advancement from \$75,000 accounts to \$1.7 million and \$2.6 million) and landed high-profile national accounts through development of business plans and a comprehensive corporate infrastructure with a strong company vision.
- Created and developed additional profit centers throughout diverse areas and personally presented more than \$100 million in total proposals featuring a 70% success rate.
- Developed and spearheaded a design/build group that returned profits at twice the rate of other divisions combined.
- Negotiated successful sale of the business.

Highlights:

- Achieved “preferred provider” status for the Red Lobster division of General Mills by championing an aggressive campaign to provide the highest level of service to all areas of this elusive account. Additional sales from icemakers and other equipment exceeded \$1 million annually.
 - Earned the business (\$2.3 million contract) of an overseas refrigerated storage company through an unyielding commitment to uncovering prospect information, building a relationship and presenting a competitive bid for capital equipment sales.
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EDUCATION & PROFESSIONAL DEVELOPMENT

SOMERSET UNIVERSITY, Somerset, England

MBA: Summa Cum Laude

BS, Mechanical Engineering: Cum Laude

VILLANOVA UNIVERSITY, Villanova, Pennsylvania (In Process)

Master Black Belt / Black Belt Six Sigma

Lean Six Sigma / Green Belt Six Sigma