

DAVID A. ROWLAND

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Business executive with a passion for creating a dynamic organization rooted in unique core competencies that drive organic growth, generate adjacent business opportunities and make exponential M&A growth possible. Demonstrated success driving both top and bottom line financial growth in integrated Fortune 500 manufacturing organizations. Skilled in negotiating global process improvement, turnaround management and corporate renewals,

QUALIFICATIONS

Executive Leadership
Strategic Vision & Planning
Multi-site / International Scope
Business Development / M&A Initiatives

P & L Management
Turnaround / Change Management
Cost Takeout Expertise
Lean Six Sigma / ISO Champion

EXECUTIVE LEADERSHIP

- Directed full P & L and divisional budgets ranging from \$35M to \$500M including currency hedging, capital planning, business development funding, and operational expenses.
- Diverse Fortune 500 experience in the heavy equipment, agriculture, construction, and consumer goods industries.
- Progressive achievement in executive roles as a key advisor, creative problem solver, astute process and business strategist partnering with clients and C-level executives.
- Chaired and served on Executive Boards for state and local Chambers of Commerce and industry professional associations.
- Liaison skills honed working with customers, global vendors, legislators and workforce across North America, Europe, Asia and Latin America.
- Led diverse international workforces in 7 countries including China, S. Korea, Poland, Italy, Belgium, England, and Canada ranging in size from 80 to 1,100 union and non-union employees.

BUSINESS DEVELOPMENT & TURNAROUND MANAGEMENT

- Engineered 2 successful P & L turnarounds resulting in profitability improvements of 18% and 500%.
- Proven history of increasing market share 8% in domestic and international markets, while driving revenue growth 30%.
- Championed 25% (\$16.3M) Lean Six Sigma savings over the past four years.

STRATEGIC PLANNING

- Developed gated product development process driven by Product Managers to develop a 10-year product plan for highly engineered product portfolio. Development costs were reduced by 55% and time-to-market was reduced from 28 months to 14 months.
- Instrumental in the acquisition of PrinceCraft boats and Swiv'l-eze Marine Accessories to meet growth targets of 5-year business plans.
- Consolidated facilities and integrated adjacent product portfolios into core marine business to create new business profile.

PROFESSIONAL HISTORY

Brunswick Corporation, Lake Forest, IL 1996 - 2009

\$ 4.8 B Manufacturer of marine, bowling and exercise equipment

MERCUISER (Stillwater, OK) - \$1.8B manufacturer of marine propulsion packages

Director of Operations / General Manager: Challenged with lowering the break-even point of the business unit by 10%. Directed 1,100 employees; Reduced inventories by 53%; Increased productivity by 15%; Championed Lean Six-Sigma projects that generated \$8.3M in annual savings; Achieved 1.9 million hours with 0 lost time accidents. Reduced the break-even position of the business unit by 24.6%.

MOTORGUIDE MARINE (Tulsa, OK) - \$35 M manufacturer of small electric marine motors

General Manager: Challenged with leading a turnaround of a business unit losing \$14 M annually. Grew revenues 30%; Achieved ISO9001: 2000 certification and reduced warranty costs 18%; Led annual Lean Six-Sigma savings of 8%; Reengineered supply base to low-cost Asian sources; reduced cost of goods 19%. Achieved \$16.6M turnaround in 16 months.

MERCURY MARINE LTD (ON, Canada) - \$85 M sales & service of marine engines.

General Manager: Charged with returning Canadian division to profitability. In 1998 the division lost \$2.1 M. Gained 8% market share; increased revenue by 25%, acquired adjacent business; Reengineered leasing program; Improved inventory turns 30%; Implemented Lean Six Sigma and achieved ISO 9001 certification; Achieved \$10.3 M turnaround.

MERCURY MARINE (Fond du Lac, WI) \$1.8B Manufacturer of Marine propulsion packages **Director of**

Global Sourcing – Challenged with creating global sourcing capabilities within Mercury Marine. Established offices consisting of procurement and quality professionals in US, Italy, Poland, South Korea, and China; Procured materials from 16 countries; Reduced annual material cost 22%; Standardized supplier selection, currency management, employee certification, contract language, and costing processes.

PRIOR EXPERIENCE

New Holland NV (\$6.2B annual sales) -- Progression: **Purchasing Manager to Director of European Procurement.**

CATERPILLAR, Inc., Engine Division (\$44B annual sales) -- Progression: **MRO Buyer, Engineering Change Coordinator, Receiving Supervisor, Assembly Supervisor, Materials Manager, Plant Buyer to Commodity Manager**

EDUCATION & CREDENTIALS

BS: International Management & Administration Indiana University (Bloomington, IN)

Lean Six Sigma Champions Air Academy Associates (Colorado Springs, CO)

Economics/Finance For Executives Kellogg School Of Business (Purdue & Northwestern)

Leadership Training Thunderbird School Of Global Management (Glendale, AZ)

Accounting And Human Behavioral Studies Bradley University (Peoria, IL)

International Marketing Institute For Management Development (Lausanne, Switzerland)