

C Larboard, LLC Business Advisors

PRODUCT & BUSINESS STRATEGY EXPERTISE AND SOLUTIONS

Dig in, Fix It, Design It, Build It... Deliver the Answer



Intuitive and Innovative Business and Product Development Executive who creates value and sustainable growth. Growing up I would tinker and MacGyver many items around the house. Several examples include engineering a folding bicycle with chopper forks to building an inflatable raft air pump from an old vacuum cleaner to using double runner ice skates to turn a sail boat into an ice yacht during the winter. This was the perfect lead into getting a degree in Mechanical Engineering. I have been able to use this inventor's mindset to develop creative solutions to complex problems in every role I take on, and I have been awarded with 14 US patents.

Business strategist and transformative leader who inspires confidence and rallies organizational support around new initiatives. When I was in college I sought out an outlet for teamwork and competitive activity. I joined the RIT Rugby Football Club and quickly became a member of team leadership. I have used the team building skills I've learned from over 25 years playing rugby to help formulate and execute effective business strategies. These strategies have allowed me to be seen as a leader who inspires confidence with inside and outside employees and groups. This is incredibly important especially with cross functional teams doing confidential or sensitive due diligence and post merger integration work.

Overview of Services

Product & Brand Marketing Strategy

- ✓ Strategic Plan Building
- ✓ Product Development
- ✓ Pricing & Channel Marketing
- ✓ Brand Marketing

M&A Targeting & Value Creation

- ✓ Formulate | Locate | Investigate | Negotiate | Integrate
- ✓ Divestiture Deal Management

Restructuring Strategy & Support

- ✓ Surgical Cost Reduction
- ✓ Strategic Supply Chain & Sourcing Vision
- ✓ Alliance & Partnership Development

Executive Strengths

Product Development and Innovation

Mergers and Acquisitions

Post-Merger Integration

Business Turnaround and Transformation

Leadership Development & Cultural Integration

Dynamic Results

Identified and closed seven strategic acquisitions, valued at \$419M, including expansion into an adjacent product category. Deals included US and cross-border transactions in China, India, Argentina and Canada.

Led successful post merger integration efforts for several emerging market transactions including two in China, one in India and one in Argentina.

Divested four underperforming businesses totaling \$270M in sales, providing \$14M in profit improvement.

Executed new Strategic Business Unit (SBU) organizational structure, European testing lab and operating processes, increasing new product vitality from 8% to 28%.

Reengineered, repackaged and relaunched three product lines, and rationalized product mix to focus on more profitable products, increasing sales from \$235M to \$266M and GM from 48.5% to 50.2%

Designed, developed and launched Levolor-branded size-in-store machine and program, placed in all Lowe's stores, generating over \$200M in annual revenue. Named inventor on 10 US Patents on the machine and program.