

James M. Covone

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PROFESSIONAL CAREER OVERVIEW:

Accomplished business development and operations management professional with a progressive career into senior operations and sales management. Expertise in technical, engineering and consultative sales with proven abilities in managing relationships with small to large OEMs, distributors, dealers and industrial end-users.

SUMMARY of QUALIFICATIONS:

>> Highly skilled in the design and implementation of successful and innovative in-depth marketing and sales plans, resulting in significantly increased business and revenue. Demonstrated success in leveraging technical knowledge and strategic planning skills to drive national sales to record levels. Proven abilities in closing major contracts and presenting solutions to illustrate incontestable value. Expertise in developing value-added proposals and articulating/driving a business case.

>> Expertise includes direct sales, key account management, product sourcing/purchasing, consulting, budgeting, business, market and project analysis, marketing, solution selling, proposal development, value creation, business case development, operation start-up, product roll-outs and recruiting, hiring, training and mentoring a successful team of sales agents.

PROFESSIONAL EXPERIENCE: JMC FOX VALLEY REAL ESTATE, INC., St. Charles, Illinois
Independent Contractor for Coldwell Banker Residential Brokerage

President - 2004 to Present

Create and develop strategic business plans to implement successful customized programs to drive sales. Manage a full sales cycle, including prospecting and securing clients, negotiating contracts and overseeing closings. Create and execute diverse client base management, business development and marketing programs. Maintain office ranking in top 10%.

DAZZ INTERNATIONAL, INC., Azusa, California

\$30 million importer, manufacturer and distributor of automotive accessories.

President - 2002 to 2003

Recruited to plan and execute an aggressive corporate expansion initiative targeting new business and market opportunities. Full executive oversight responsibility for all areas of sales, marketing, advertising, R&D, legal, human resources, manufacturing, importing, compliance and business development. Implemented improved control over national sales force to expand sales through distribution channels. Managed advertising team: targeted high end trade publications and magazines to increase pull-through marketing success.

Summary of

Accomplishments:

- Spearheaded reorganization of operations through new IT systems, reevaluating vendors, implementing new lean techniques and tightening controls across engineering, inventory, waste and quality facilitating improved customer satisfaction and a reduction in operating costs by more than 20% in less than 10 months: reduced total manufacturing costs by renegotiating prices and conditions of sales with all vendors; increased on-time shipping.
- Spearheaded business case development, analysis and execution to build a new R&D, assembly and distribution facility; led all negotiations with vendors and contractors.
- Analyzed distribution and eliminated 75% of stagnant inventory while increasing GP.
- Sourced and oversaw implementation of new financial, accounting and ERP systems to standardize all operations, while facilitating a staff reduction of six FTEs.

FIBERNETICS MOLDED PRODUCTS, LLC, Compton, California

Formerly a \$13 million division of a public company; tier I supplier to global auto manufacturers. Acquired company in 1999 and took company private through LBO; expanded client base and established a diversified manufacturer in several markets.

President/Chief Executive Officer - 1999 to 2002

Managed investor relations; Chairman, Board of Directors. Orchestrated all areas of strategic steering, operations and business development for this global manufacturer with up to 220 personnel (nonunion facility). Identified new markets and business development opportunities to transition company from an internal manufacturer with negative profit margins into a diversified manufacturer with numerous OEM accounts across industries.

FIBERNETICS MOLDED PRODUCTS, LLC, Continued . . .

- Summary of Accomplishments:*
- Increased total revenue from \$13 million at acquisition to more than \$15 million with a 7.1% EBITA in less than three years. Led marketing and sale of company on behalf of investors to Steel Horse Automotive Accessories, Inc.
 - Directed a full reorganization of national sales operations, including turning leadership and direct sales personnel; recruited, trained and developed top sales producers.
 - Led all areas of sales and marketing: identified and penetrated new markets and oversaw integration; tripled sales production to outside companies; acquired new accounts, including JBL, Toyota, LIDO Electric Car, Ford, Honda of Japan, Mazda and numerous contract manufacturing clients.

Vice President/General Manager - 1997 to 1999

Recruited by corporate entity to execute a turnaround of division with losses over last four years and declining sales numbers. Managed a team of more than 200 across sales, marketing, product development, pattern and tool making and production. Audited and controlled brand and strategies for all marketing efforts (catalog, advertising, PR and product design).

- Summary of Accomplishments:*
- Managed a comprehensive reorganization of sales, operations, costs, vendors and personnel to increase profit margins secure new business and reduce operating costs to drive achievement of all key metrics.
 - Increased productivity 31%, sales revenue by 9% and reduced raw material cost by 22%.

ELECTRODYNE, INC., Alexandria, Virginia

Manufacturer/importer of aftermarket automotive accessories under Racing Dynamics, Desert Sport and Freedom Design brands. Key member of executive team to position company from a stagnant distributor/importer into a competitive global manufacturer.

Vice President - 1987 to 1997**Director of Sales - 1986 to 1987**

Hired by president to plan and manage all national sales operations; substantially increased sales and market share allowing for company expansion into manufacturing through several acquisitions. Held full P&L responsibility for daily operations, importing, manufacturing, product development and business development. Led sales program calling on major national distributors and OEMs. Hired and oversaw manufacturer sales representative firms.

- Summary of Accomplishments:*
- Managed due diligence, negotiations and integrations of two new companies: German and Italian manufacturers, which added 25% in total revenue in first year.
 - Increased total company sales from \$8 million to \$11 million in first three years.

BELLWETHER AUTOMOTIVE, Aurora, Illinois

Distributor and importer of aftermarket automotive accessories.

General Manager - 1977 to 1986

Full P&L accountability for importing, sales and distribution. Strategic oversight for a staff of 100, as well as sales, engineering, manufacturing, purchasing and business administration.

- Summary of Accomplishments:*
- Increased total sales from \$2.7 million to more than \$18.5 million in less than nine years.
 - Led expansion from three locations to seven throughout Midwest and Southeast U.S.
 - Sourced and administered joint marketing program with Montgomery Ward's Auto Express.

MOTOR SPORT RESEARCH, INC., Downers Grove, Illinois

Wholesaler and retailer of automotive aftermarket accessories.

Vice President, Operations & Sales - 1972 to 1977

Bottom line accountability for all areas of capital budgeting, engineering, costing, staffing, client relations, compliance and quality for company with seven locations and 35 staff.

- Increased total sales from \$1 million to more than \$5 million.

EDUCATION: SOUTHERN ILLINOIS UNIVERSITY, Carbondale, Illinois**Marketing & Business Administration**

COMPUTERS: Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook), as well as Acrobat Pro, Trellix, AS400 and Macola; extensive experience partnering with software development firms and IT contractors to develop, test and launch new CRM and ERP systems.