



**Leadership
Capital Advisors**

Talent Matters

Partners in Executive Search

CASE STUDY

GENERAL MANAGER — Business Unit of Fortune 100 Company

PREVIOUS STATE

- Business primarily US-centric
- Business declining, losing customers and market share
- Small player in a consolidating market
- Limited market, channel and product differentiation
- High cost structure
- Parent company considering exiting the business/divesting

TRANSITION

- Brought in General Manager from adjacent industry
- Expert in technology, market, product differentiation and cost-reduction
- Ph.D., Chemical Engineering, Top Tier MBA

CURRENT STATE

- Turned around business; in one year, grew revenue 3X
- Deployed lean methodologies that reduced manufacturing costs 10% to 30%
- Focused on key-product lines to drive differentiation; reduced cycle times by 20%
- Transferred manufacturing and business headquarters to Asia to align with customer market
- Strengthened relations with customers; expanded "voice of the customer" processes
- Recognized with internal leadership award
- Promoted within two years of being hired; subsequently promoted three additional time