

# WALTER K. McDONALD

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## CHIEF EXECUTIVE OFFICER

VISIONARY ■ PRODUCT AND BUSINESS DEVELOPMENT ■ DUE DILIGENCE  
TURNAROUND MANAGEMENT ■ PROFITABLE EXIT STRATEGIST ■ MANUFACTURING

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C-level executive delivers rapid results via broad and deep analysis. Strongly focused on solutions that create investor profitability in the face of difficult investment decisions. Innovates new product ideas and marketing plans, showing creativity and strong attunement to trends. As a turnaround specialist, brings bottom-line expertise as well as refreshing and energetic approach to corporate advance across divisions. Key experience includes direct-to-consumer (DTC) marketing and brand / product licensing arrangements that generate wealth as well as a significant network of executive colleagues in various industries. Maintains relationships with manufacturing concerns in Asia, private equity companies, and venture capital firms.

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### CORE KNOWLEDGE AND SKILLS

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|--------------------------------------|--|-------------------------------|
| ■ Budget Development / Management    | ■ Marketing Plan / Execution           | ■ Product Development         |
| ■ Exit Strategy                      | ■ Turnaround Management                | ■ Invention and Patent Filing |
| ■ Process Creation / Implementation  | ■ Needs Analysis                       | ■ Recruitment / Retention     |
| ■ Direct to Consumer (D2C) Marketing | ■ Direct Response Television Campaigns | ■ Manufacturing Management    |
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### PROFESSIONAL EXPERIENCE

#### Chief Executive Officer / Founder

1995–Present

*Confidential Corporation*

Conceived this company from startup to capitalize on pet care market. Created marketable next-generation products in home and pet care, including patenting, marketing, and manufacturing in the United States and in Asia. Sold product lines at a significant profit, and continued this umbrella organization as a consulting firm delivering executive-level expertise to other organizations on a short-term engagement basis. Delivered sound financial advice that companies universally followed, ultimately saving investors considerable dollars and difficulty in tough market environment.

#### **Chief Executive Officer (Interim) / Consultant / Board Member: Confidential, on behalf of Confidential Health Care Company, Alpharetta, GA**

- Evaluated company strategy and growth potential; developed marketing initiatives for investment group.
- Instructed team to evaluate and reposition core analgesic product line through redesigned packaging.
- Rebranded product line through a new package design that created shelf dominance and concise product benefit messaging, which was informed and validated through consumer research that confirmed packaging redesign appeal vs. competitive products. Reviewed and streamlined supply chain implementing offshore sourcing resulting in significant cost reduction.
- Recruited Tier I reps for Wal-Mart, Target, BJ's, Costco, Sam's, Lowe's, Kroger, and Safeway. Created multi-category positioning strategy for each account.
- Created "Arthritis Essentials" end cap theme to escalate importance of Bruder Healthcare Company as a vendor within analgesic category. Received endorsement from the National Arthritis Foundation (NAF). Worked with senior management at the Foundation to form advisory board for the Arthritis Essentials end cap. Recruited brand managers and CEO's from category leaders such as Johnson & Johnson. Co-presented theme to Walgreens' DMM with senior management from NAF. Program included media contribution from NAF and a \$90 million arthritis awareness multimedia campaign provided by the National Ad Council 2010-2013. Received approval from Walgreens to move to next steps for implementation May 2010 – National Arthritis Month.
- Co-directed and produced DRTV spot and tested three flights for company's premiere analgesic product. Administered media purchase, telemarketing functions, and profit and loss analysis. Offset media costs by 50% through TV ads.
- **Recommendations to Fulcrum Venture Partners:** Sell company, as the market environment had become unfavorable. Opened discussions between Venture and Fortune 100 company for sale of business.

*Professional experience, continued . . . .*

...Professional experience, continued

**Consultant / President (Interim): Confidential Corporation, Phoenix, AZ**

- Analyzed business opportunity and created a go forward strategy that the investors adopted.
- Performed market research and worked alongside founder to develop software code and prototype Web site.
- Wrote detailed business plan and conducted interviews with Tier 1 talent agencies and studios in Beverly Hills and Burbank to define and validate their systems' needs and software deliverables.
- Prosecuted patent for a performing artist transaction system and related method.
- **Recommendation to TalEx's Investor Group:** Proposed licensing to industry leader on the basis of patents issued to the company.

**Due Diligence Consultant: Confidential Company, Phoenix, AZ**

- Identified viability of affinity prepaid debit cards as a method of fund-raising for large faith-based organizations. Evaluated \$10 million initial investment in light of expectation of distribution challenges.
- Determined the core business was in the payments industry, governed by Federal Reserve processes and requirements. Identified the challenges and pitfalls of entering the payments industry without adequate expertise or product distribution mechanisms.
- As part of the project, developed and applied for a patent for a two-part envelope product and method of tithing and loading affinity prepaid debit cards within the financial departments of faith-based organizations.
- **Recommendation to Sharing Way's Investor Group:** Coached investors to not put more money into this project, which would likely fail due to the cost of establishing a solid distribution network.

**Chief Executive Officer / Founder: Confidential Corporation**

- Spearheads this ongoing consulting firm that was grounded in product innovation, development, marketing and distribution.
- Developed major product line in pet care category: Sold adhesive pet hair / lint roller patent portfolio to oneCare (formerly Evercare) for 6-figure profit. Sold pet care business and patent portfolio to Hartz Mountain / Sumitomo Corporation of America for 5X sales.
- Won major awards in pet categories: Best New Product Honorable Mention, American Pet Products Manufacturing Association and Cat Fancy Editor's Choice Award for patented Speedy Groom™ brush.
- Negotiated and implemented standstill licensing agreements with Proctor & Gamble (Swiffer). Negotiated licensing deals with Downy, Clorox, and Bissell, and tested licensing concept with Febreze.
- Maintains network with industry leaders, due to strong presence in licensing deals and manufacturing, design, and engineering partnerships in Asia.

**Prior experience includes** founding of and top-line managing as CEO for four companies that developed, packaged, marketed, and sold home and personal care products:

- **Confidential Company A:** Supplied 20 million packages of liquid and talc products (sundries) to Operation Desert Shield soldiers in Iraq. Generated \$7.5 million in sales / \$3.5 million EBITDA in 5 months. Secured approval as vendor with United States Defense Logistics Agency.
- **Confidential Company B:** Created, manufactured, and marketed injection molded "top comb" hair fashion accessory. Sold 20 million+ units to large retail chains, generating \$2.5 million in first-year sales.
- **Confidential Company C:** Developed, marketed, and sold comprehensive line of customized hotel amenity products (shampoos, conditioners, lotions, lint rollers, and soaps) to independent and chain hotels. Year 1 sales >\$3 million. Negotiated St. Ives Swiss Formula and Cartier Fragrance distribution arrangements. Won "Top of the Vanity" Design Award.
- **Confidential Company D:** Founded on the invention of the lint roller. Manufactured and marketed ~50 laundry, cleaning, and household products. Contracted sale of 500,000 lint roller units to Leona Helmsley's Palace Hotel.

## PROFESSIONAL DEVELOPMENT / AFFILIATIONS

**Bowling Green University,** Bachelor of Science, International Business

**Friends of University of Michigan Golf Team,** founding member.