

RACHEL JORDAN

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SENIOR MANAGEMENT PROFILE

Customer-focused senior administrator and leader with the vision to define strategic direction for an organization and proven ability to translate the vision into reality. Successful experience in initiating and managing organizational change. Effective coaching and teambuilding skills. Track record of achieving cost-effective operations and completing major projects successfully by establishing and maintaining strong relationships with customers, vendors and internal departments.

PROFESSIONAL EXPERIENCE

Rowland, Inc., Sunnyvale, CA 1990-2007

An industry-leading designer and manufacturer of pressure-sensitive products, with customers that included Hewlett-Packard, IBM, Cisco Systems and Applied Materials.

PRESIDENT / CEO

Reported to the Board of Directors, with full P&L responsibility and five direct reports.

Leadership & Teambuilding

- ◆ Transformed the company business model from local to global status.
- ◆ Spearheaded progress that earned recognition as one of the Bay Area's 75 fastest-growing companies.
- ◆ Built and motivated the team that led the industry with 30% growth in 2002. Ranked in the industry's top 10% for profitability.

Strategic Planning & Alliances

- ◆ Drove the company to "think globally, ship locally" and focused on providing JIT service through worldwide manufacturing capability.
- ◆ Identified and forged strategic alliances with two Canadian companies and one Indonesian firm.
- ◆ Executed strategic planning, achieving over 76% of a U.S. niche market for the PCMCIA and multimedia card industry and generating nearly \$4.0 million in total annual revenue.

Competitive Positioning & Profit Enhancement

- ◆ Turned around manufacturing operations from a loss situation to profitability. Drove EBIDTA results from \$2.5 million in 1998 to \$6.6 million in 2004 while growing the company from \$6 million in revenues and 110 employees to \$28 million in revenues and over 300 employees.
- ◆ Increased gross profit from 34% on \$16.2 million in sales to 40% on \$28 million in sales, versus a 32% industry standard.
- ◆ Strengthened profits and competitive positioning by creating a manufacturing technique that achieved unique results unmatched by competitors.
- ◆ Developed and managed a \$1.0 million annual capital budget. Reduced operating costs by increasing efficiency.

Sales & Marketing

- ◆ Expanded sales by implementing effective marketing programs. Results included the following:
 - Customized direct-mail campaign that produced a 4% response rate on 14,500 pieces
 - Award-winning video on company capabilities
 - Corporate identity creation as a world-class leader
 - Cost-saving seminars enthusiastically received by customers—saved one client's main subcontract manufacturer over \$300,000

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Sales & Marketing (continued)

- ◆ Developed an effective lead-generation program using trade shows, seminars and advertising.
- ◆ Opened U.S. sales offices in San Francisco and Dallas and an international office in Thailand.
- ◆ Established incentive programs to increase sales, including a progressive compensation plan for field sales and a bonus plan for opening new accounts.
- ◆ Played a leadership role in earning multiple industry awards, including 15 for Excellence, Merit and Distinction in 2001 and two from major industry associations for operating as an “Environmentally Safe Company,” 2005 and 2006.

Technology & Quality Improvements

- ◆ Instituted numerous improvements in productivity, efficiency and performance, including:
 - Computerized order processing
 - Quotes within seven hours on new projects and within one hour on repeat jobs
 - Up-to-the-minute job tracking
 - Email customer communication and customer data links
- ◆ Led the company to achieve a sought-after, first-in-the-industry certification, which enabled the company to obtain 100% of a major corporation’s business from 2003 to the present.
- ◆ Implemented critical infrastructure through first-in-the-industry achievement of ISO 9002 certification. Successfully directed the move to a new, larger manufacturing facility.
- ◆ Initiated and managed multiple state-of-the-art technology implementations from 2000 to 2006.

Previous Experience:**Evans Printing Systems, Redwood City, CA**

Privately held offset printing company

Progressed to Northern California Sales Manager from positions as Supervisor and Sales Representative.

EDUCATION

Bachelor of Science in Business Administration, Minor in Marketing, Ohlone College, Fremont, CA

AFFILIATIONS

- ◆ The Executive Committee (TEC) member since 2000
- ◆ Graphic Printing Industry (GPI) member since 1991
- ◆ Junior Achievement advisory board member, 10 years