

# Mark J. Hallsman

## Executive Business Leadership

President / CEO / COO / CMO ~ Advisor / Consultant / Interim Manager

{Date}

{First Name}

{Title}

{Company}

{Address}

{City}, {State} {Zip}

Dear {First Name};

*What would you do if you became CEO of a company that had no sales, no distribution and 30 days of cash?*

I was hired by a private equity group to save one of its investments after it lost its largest customer that represented over 80% of its sales and had three warehouses full of private label products that could not be sold anywhere else!

After adjusting the operation and protecting the remaining cash, I implemented a plan to re-tool and re-brand the inventory, pursue new national distributors and reinvent the business with additional products, alternative channels, strategic partnerships and international expansion.

The company was back on track in 6 months and I remained its CEO for 9 years, growing the business until it was sold to a strategic buyer.

*Based on what I have accomplished in the past ~ I could achieve similar results for your company....*

- ⇒ Grew revenue by 42% in 4 years, added 3 new distribution channels, increased a customer base from 10 to 70 accounts
- ⇒ Lowered overhead cost by 35%, reduced inventory by 19%, turned raw materials into finished product in 21 days
- ⇒ Launched 95 new products in 3 years; expanded sales into 64 countries, increased profit margins and enhanced ROI

*Please call me to discuss how I may help you improve your business and increase its value.*

Thank you.

*Mark J. Hallsman*

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