



CHARLIE LAWRENCE

President

PROFILE

Results focused leader with 30+ years building and revitalizing brands at GE, Masco, Franke and Workrite Ergonomics.

My Leadership philosophy is based on building a strong culture for serving the customer through a laser focus on the market starting with a gap analysis focused on Distribution Strategy, Brand Leverage, New Product Innovation and Talent Development and a strong Team philosophy.

SKILLS

General Management
 Collaboration & Team Building
 Strategy
 Revenue & Sales Generation
 Customer Centric Operations
 New Product Innovation
 Brand Building & Leverage

CONTACT

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ACOMPLISHMENTS

- **Sales Growth** of 178%+ since 2012
- **EBITDA Improvement:** 220%+ during tenure as President
- **Inventory Reduction** of 20% while delivering an improved **Service Level Performance** from 78% to 96% since 2016
- **Introduced** &/or improved the products that created 75% of 2018's revenue
- **Revitalized Brand** by restructuring the business model and culture around the customer and **Operational Execution.**

WORK EXPERIENCE

Workrite ergonomics - President

March 2012 –

Completely transformed an internal focused culture to a more entrepreneurial customer focused one taking advantage of our core competencies of Speed, Flexibility, Creativity, Service and Innovation.

Franke - General Manager

May 2006 – November 2011

Was promoted to GM after two successful years as VP Marketing & product Development. Reversed negative sales trend and more service culture.

RESULTS

