



Charlie Lawrence

COO – President – Board Member – Marketer - Advisor

Contact

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More

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Education

Webster University: MA Marketing
GE Management Development Institute
Shippensburg University: BA Psych/Marketing

Leadership Method & Approach

Servant Leadership
Strategic Assessment, Planning & Partnerships
Corporate Asset Leverage & Prioritization
Vision, Communication & Leadership
Culture Transformation & Team Building
Brand Building, Revitalization & Leverage
Sales & Business Development
Account & Channel Planning
Business Development & Customer Acquisition
Product Innovation & Development
Financial Discipline & Results

Leadership Profile

Commercially oriented COO, President and Board Member for consumer and industrial durables companies with a reputation for taking companies and brands that have been neglected or mistreated and revitalizing them. This is always accomplished through strategic focus and prioritization, lean hands-on servant leadership and a culture of market awareness and customer focus.

Operating Experience

COO 2021-2023

Shop-Vac & SK Tool

Turned around two bankrupt businesses in less than two years. Returned them to profitability and regained all customers including Lowes, Walmart, Amazon and many more. Re-envisioned the business commercially and operationally and created a new product development process leading to dozens of new products and categories leveraging the brands.

President & General Manager Roles 2006-2021

Workrite Ergonomics & Franke

Doubled revenues and EBITDA of two different businesses. Integrated acquisitions while also creating sustainable and healthy niche businesses in industries dominated by multi-billion-dollar competitors.

Vice President/Director Sales & Marketing Roles 1985-2006

Baldwin Hardware – Brunswick – Coleman - General Electric

History of customer acquisition, account and sales management, brand building, product development, and merchandising innovation.

Board Experience

- Knape & Vogt Corporation
- Lycoming County Chamber of Commerce
- Lycoming Economic Development Foundation
- Manufacturing & Technology Alliance – Sonoma County, CA
- CMO COUNCIL
- Boy Scout of America – South Central Region