

# CHARLES F. LAWRENCE

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## PRESIDENT & GENERAL MANAGER

|                               |                                   |                                |
|-------------------------------|-----------------------------------|--------------------------------|
| <b>Culture Transformation</b> | <b>Strategic Assessment</b>       | <b>Facilitative Leadership</b> |
| <b>Sales Management</b>       | <b>Business Development</b>       | <b>Product Management</b>      |
| <b>Financial Management</b>   | <b>Marketing/Brand Management</b> | <b>New Product Development</b> |

## PROFESSIONAL EXPERIENCE

### **Workrite Ergonomics**

Petaluma, CA

2012 –

\$80 million privately held North American leader in office ergonomic accessories and furniture

#### ***President & Board Member of parent company – Knape & Vogt***

- Doubled Revenue of the company
- EBITDA growth of 177%
- Transformed to positive, customer centric and performance-based culture serving Fortune 500 clients; Apple, Cisco, Boeing, Sony, Mass Financial, Chevron, Kaiser, GSA and many more.
- Voted by employees a Best Place to Work in 2016-2017-2018
- Implemented new ERP system and process infrastructure for scalability and growth

#### **Methods & Approach**

- Results were accomplished through strengthening of the leadership team and cultural transformation through improved communication, collaboration, process creation and an fostering an entrepreneurial customer first culture.
- Upgraded the ERP system in 2013 with Advanced Planning, ATP and CRM integration via Salesforce.com.
- Expanded our geographic reach by adding new sales staff and new customers throughout North America and secured our first international customers.
- Aggressive new product development investment and launches resulted in 75% of FY18 revenue coming from new, updated or resourced products.
- Acquired competitor, ISE based in Toronto Canada in 2016 resulting in an expanded product line, additional manufacturing capabilities and greater scale that provided for continued growth internationally and in eastern North America.

### **Franke, Kitchen Systems Division**

Hatfield, PA

2006 – 2011

\$3.5 billion dollar privately held global market share leader in kitchen sinks, faucets and ventilation

#### ***General Manager, Luxury Products Group***

2009 – 2011

- Achieved Sales Growth: +8% - 2010, YTD 2011 +1%
- Improved EBIT 464% vs. 2009, +45% to budget
- Achieved ROA 16.4% vs. budget of 8.5%
- Crafted and led the strategic and cultural transformation of a neglected brand and distribution strategy. Rebuilt customer loyalty, reenergized new product development and crafted an industry leading brand repositioning strategy.
- Focused strategy on selective distribution, customer profitability, product differentiation, aggressive display space programming.

#### ***Vice President Marketing, Product Development and Customer Service***

2006 - 2009

- Introduced 200 new products in first 24 months.
- Generated \$11.2 million in sales from new products with Gross Margin, 8 points higher than average.
- Led North American strategy, marketing, product development and national account sales.
- Reestablished North American division as market share leader in luxury segment.

**Global Home Products, Burnes Group Division** Austin, TX 2004 - 2006

The Burnes Group is the leading designer and marketer of home décor products

***Vice President Marketing, Product Development & Sourcing***

- In first six months reestablished division as undisputed leader in market share and financial performance through new product design, innovation, customer and consumer marketing.

**Black & Decker Corporation, Baldwin Hardware Division** Reading, PA 2000 – 2004

Acquired from Masco Corporation, October 2003

***Vice President Marketing, Product Development & Customer Service***

- Increased revenue 300% from new products including 19% of 2003 revenue.
- Redesigned operating model, evolving from a US based manufacturer to a global design, distribution and marketing structure. This shift resulted in a return to profitability of three product lines.

**Brunswick Corporation, Outdoor Recreation Division** Tulsa, OK 1997 – 2000

\$250 million Outdoor Recreational Products Division

***Senior Vice President Marketing and Product Development - Outdoor Recreation Division***

- 5% sales growth in 1999 and doubling of ROS to 6% in 2000.
- Restructured operating model from a US based mfg to a global design, distribution & marketing model.
- Repositioned 5 brand portfolio resulting in sales increase of 8% at Wal-Mart in 2000.

**Coleman Company** Wichita, KS 1994 – 1997

\$550 million Recreational Products Division

***Senior Director Hard Goods***

- Managed \$355 million business unit with income of \$58 M, and an operating budget of \$9 million.
- Acquisition, integration and management of recreational furniture division - Sierra Corporation.
- Started 2 new businesses, Accessories and Soft insulated \$23.0 million of incremental revenue.

**General Electric Corporation, Appliance Division** Louisville, KY 1985 – 1994

\$6.2 billion major appliance division

***Product Manager, Refrigeration***

Louisville, KY 1991 – 1994

***Distribution Planning Manager***

Louisville, KY 1990 - 1991

***Merchandising Representative***

Louisville, KY 1988 - 1990

***Areas Sales Manager***

Houston, TX 1985 - 1988

**Maytag Corporation** Newton, IA 1983 – 1985

***Regional Sales Manager***

**Grove Manufacturing** Shady Grove, PA 1980 – 1983

***Sales & Marketing Manager***

**EDUCATION**

**Webster University, St. Louis, MO**

MA, Marketing

**1993**

**Shippensburg University, Shippensburg, PA**

BA, Psychology/Marketing

**1980**