

B. Charles P. Large

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Charles@PointtoPointBusinessSpecialists.com

M A N A G E M E N T

Exceptional business manager offering fresh insights and a passion for detail and innovation. Proven track record in financial management, sales & marketing and P&L responsibilities. Analyze current business situations and competition with a focus toward future opportunities. Able to map creative business vision through recognizing greatest potential assets for future development. Ability to create sales and grow top line by identifying customer requirements and surpassing their most exacting demands. Manage costs and expenses bringing forward strong profitability even during industry downturns and troubled times. My expertise is refined over a successful twenty-five year career operating in a broad spectrum of industries.

Dynamic leader and mentor, able to build a strong team and inspire individuals to strive towards higher levels of achievement. Exceptional internal and external customer relationship and management skills, effectively communicating and interacting at all levels. Keen, in-depth understanding of sales and marketing, expense management and profit creation through management tools, technologies, trends and revenue models. Committed to continuous improvement for short-term gain and long term growth. Solid background and qualifications in all core business functions—sales, marketing, advertising, financial management, customer service and operations.

A R E A S O F E X P E R T I S E

Successfully grew businesses by managing & innovating sales, marketing, advertising and customer service

Financial Management from top level corporate staff position to line finance

New Product Development & Launch

Competitive Intelligence

Strategic Planning & Execution

Budgeting & Planning annual and long-range

P&L Responsibilities

Corrective Initiatives

Continuous Improvement Processes

Training, all areas

Team Building & Leadership

Large Scale and Detailed Project Management

A C H I E V E M E N T S H I G H L I G H T E D

- o Numerous turn around successes including difficult restructurings & reorganizations in broad range of industries
- o Complete P&L responsibilities
- o Directly supervised Managers of Customer Service, Sales, Sales Analysis, and Administrator of Trade Shows and Sampling cultivating over 95 independent distributors and 350 OEM accounts.
- o Developed a sales and marketing team which grew principal product line 112% to \$120 million in less than three years completely reversing a five-year decline.
- o Created training programs, which are used at every level of the distribution channel to motivate, extend product knowledge, improve service and increase sales.
- o Merger & Acquisition resulting in acquisitions of US Airlines commuter airlines, printing companies and apparel enterprises
- o Line finance overseeing A/R and Inventory in another Fortune 500 then Financial Management of large District Office
- o Staff analyst of Fortune 500 corporation developed financial goals and budgets that successfully directed operation through a major reorganization. The Plan of \$1.8 billion in revenue and expenses of \$407 million, after a 5% reduction in personnel was strategically implemented.

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E X P E R I E N C E

Point to Point Business Specialists (formerly BusinessSOS)

Auburn, ME

Consulting firm rendering services in the areas of business reorganization and turnaround, mergers and acquisitions, business start-ups, marketing and sales development and strategic planning.

Principal

June 2008 to Present

The Root Cellar

Portland & Lewiston, ME

Created strategic plan and built major donor program. Christian non-profit reaching Maine's two most impoverished communities. Providing dental and medical care, teen centers, children programs, food distribution, ESL and U.S. citizenship classes among many other needed areas of care.

Director of Strategic Planning & Development

September 2008 to June 2009

Spinglass Management Group

Portland, ME

Manager overseeing significant client base from start up in ecommerce to turn arounds in various industries. Spinglass Management Group, LLC is a management consulting firm providing merger and acquisitions, interim management, financial management, business reorganization and turnaround, operational management and lender services.

Manager

October 2006 to May 2008

Maine Capital Corporation

Portland, ME

Ran a reorganization and restructuring for the organization to give it a second chance. Pioneer Capital is a bridge lender in the commercial real estate market. It was started in 1996 and operated extremely profitably for several years. Unfortunately, the management expanded their investment practices into venture capital and operating companies for which their expertise was lacking.

Vice President of Operations

November 2005 to October 2007

Good Shepherd Food-Bank

Auburn, ME

Brought enterprise from insolvency to financial strength. This is Maine's premier food bank providing salvaged and purchased groceries to over 520 food pantries, soup kitchens and shelters throughout the state. Last fiscal year it provided over 8.8 million pounds of food to its partner agencies which in turn feed approximately 70,000 needy people each month.

Executive Director

May 2004 to October 2005

New England Classic

South Portland, ME

Redirected sales and marketing effort which resulted in breakeven performance and stability. New England Classic is a start-up enterprise bringing a creative and innovative architectural wall panel system to the building materials market. The company commenced business in 1997 and after an initial introduction floundered until implemented changes I orchestrated. Responsible for market development, customer service, design department, corporate communication, merchandising, marketing research, collateral materials and pricing.

VP of Sales & Marketing

January 2002 to May 2004

Pioneer Plastics Corp.

Auburn, ME

Orchestrated major turn around from changing senior management as board member* to directing sales and marketing effort as senior operations management. Pioneer Plastics Corporation manufactures and markets Pionite laminated products* and specialty resins. The company's revenues for 1999 exceeded \$186 million with an EBIT of over 17.5%. Pioneer is a true turn around success story. Pioneer rose from bankruptcy to strong growth and profitability in spite of fierce competition.

Director of Sales & Marketing Administration

October 1991 to September 2001

Examiner for the Maine State Quality Award

1997, 1999 & 2000

Maine State Quality Award is fashioned after the Malcolm Baldrige Award recognizing Maine enterprises that are pursuing continuous quality improvement. As an examiner, I was part of a well-trained team that evaluated submissions to the Maine Quality Center.

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Transmark USA

Pursuit and completion of acquisitions in several industries and then ran restructurings. Transmark USA was a holding company with revenues of \$240 million in 1990 and assets of \$800 million. Subsidiaries encompassed the insurance, laminated products*, printing, transportation, and garment industries.

Manager of Financial Analysis

Senior Acquisition Analyst

*Director of Pioneer Plastics**

Jacksonville, FL

July 1990 to October 1991

July 1988 to July 1990

Sept 1990 to October 1991

Wang Laboratories, Inc.

District Finance Manager

Tampa, FL

April 1987 to July 1988

The Limited/ Mast Industries

Accounts Receivable Manager

Boston, MA

June 1986 to April 1987

Wang Laboratories, Inc.

Senior Financial Analyst

Lowell, MA

March 1984 to June 1986

E D U C A T I O N

M.B.A. Finance & Marketing	1983	Indiana University of Pennsylvania (Graduated with honors)
B.S. Chemistry	1977	Indiana University of Pennsylvania