

**MICHAEL G. FITCH**  
**EXECUTIVE SUMMARY**

1638 West Glen Oaks Lane  
Mequon, Wisconsin 53092

(262) 243-5453 (H) / (262) 225-3567 (M)  
mfitch1@wi.rr.com

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Proven track record of success in world-class consumer, industrial and technology solution companies. Science and MBA education, computer literate with extensive experience in sales and marketing management, strategic planning, executive leadership, product development, process innovation and new business development. Understands the sales and marketing process and how to integrate and apply it to generate meaningful results for the organization.

**Strategic Planning/Leadership:**

- Developed business/marketing plans managing all aspects of plan implementation
- Responsible for Sales and Marketing Communications across 5 offices, 500 employees
- Led executive teams through strategic planning process; documented and drove process to implement strategies, objectives and related plans
- Instituted/taught a formal approach to market planning and development of marketing plans
- Re-engineered distributorship processes – led multi-functional teams through change process

**Sales Management & Support:**

- Led National Category Management team in support of over 200 sales and marketing professionals
- Increased revenues by \$200 million with focused category management programs
- Directed and trained numerous sales teams in consultative selling
- Developed sales support programs: pricing, incentive programs, literature, selling aids and training
- Created new solution presentations for training and direct client selling

**New Product/Solution Development and Execution:**

- Managed large Nielsen research team to generate promotional results at retail
- Worked with sales/marketing/manufacturing/engineering to bring several new products to market
- Received awards for sales growth and operational excellence
- Established Managed Services solution now accounting for 50% of overall sales and profits

**Marketing Experience/Marketing Communications:**

- Developed and launched several new product/solution ad campaigns; managed agencies
- Established research-based promotions that increased sales by over 200% at retail
- Led communication of new product/solution introductions for internal and external audiences
- Established comprehensive market planning approach for new and existing solutions
- Established new Micro-Marketing program at major brewer

**Performance Management/Improvement:**

- Developed and implemented customized Performance Management Programs to fit specific company cultures and size
- Re-engineered business processes resulting in significant improvement in performance and quality
- Conducted training in performance improvement across sales, marketing and operations employees.
- Through process innovation generated over \$50 million in cost savings

**Education/Companies:**

University of Georgia; MBA - Sales & Marketing; Bachelor of Science, Food Science  
Miller Brewing Company; Rite-Hite Corporation; Stratagem Consulting; TSR Solutions

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**SUMMARY OF QUALIFICATIONS**

**SALES, MARKETING & OPERATIONS EXECUTIVE** accomplished in improving sales in challenging environments, developing and implementing innovative marketing plans, building high performance teams, and leading process improvement initiatives. Highly skilled communicator with proven track record of results in:

- |                               |                           |                                   |
|-------------------------------|---------------------------|-----------------------------------|
| <i>Business Development</i>   | <i>Communications</i>     | <i>Leadership / Team Building</i> |
| <i>Marketing Execution</i>    | <i>Strategic Planning</i> | <i>Organizational Development</i> |
| <i>Sales/Sales Management</i> | <i>Process Innovation</i> | <i>Customer Relations</i>         |

**PROFESSIONAL EXPERIENCE**

**TSR SOLUTIONS, INC.**, Germantown, WI **2007 to 2009**

*A leading provider of technology and communications solutions to businesses in SE Wisconsin and the Mid West.*

**Vice President Sales and Marketing**

Responsible for the profitable growth of all services and solutions across the company. Report to President & CEO; responsible for strategic development and plan performance.

- Develop and manage TSR’s sales teams; grew sales & profits 26-35% each year.
- Lead the executive strategic planning process.
- Develop and implement the company’s marketing programs, including new solution development, supporting collateral creation, web sites, advertising, public relations, trade shows, seminars, pricing, and company communications.
- Develop, execute and negotiate major contracts with key customers
- Establish and manage key business partner relations.
- Developed and implemented Performance Management plan for company
- Identify and implement quality improvement practices across the organization
- Responsible to map key processes, implement improvements, create related documents

**STRATAGEM, INC.**, Milwaukee, WI **1998 to 2007**

*Wisconsin’s largest privately held Information Technology Consulting services company.*

**Sales and Marketing Executive**

Responsible for growing revenue, margins and ensuring overall profitability for the enterprise. Report to President & CEO; responsible for company vision, strategic direction and plan performance.

- Develop, lead and participate in executive strategic planning process.
- Develop, manage and implement the company’s integrated marketing communications programs, including all facets of corporate identity, promotion, collateral, web sites, advertising, public relations, trade shows, seminars, pricing, market research and communications.
- Identify, develop and implement consultative-based sales programs and training for all sales, marketing and service delivery personnel.
- Responsible for all aspects of company communications, including planning and execution
- Develop and market new consulting services directly to major Wisconsin corporations.
- Establish and manage key business partner relations.
- Drive expansion, training and use of company’s CRM tool across the enterprise.

**RITE-HITE CORPORATION**, Milwaukee, WI

1997 to 1998

*\$200 million manufacturer of loading dock safety equipment.*

**Director, Business Process Innovation and Order Administration**

Responsible for the execution of the Order Administration process. Manage performance of 15 Customer Service Representatives. Developed blueprint for new automated sales-to-order fulfillment process.

- Completed the Organization Assessment for 1998 strategic planning.
- Established performance metrics for the order administration and customer service teams.
- Developed project plans for the Sales Force Automation and Process Redesign initiatives.

**MILLER BREWING COMPANY**, Milwaukee, WI

1980 to 1997

*Now MillerCoors, the nation's second largest brewer with revenues of \$6+ billion.*

**Executive Manager, Business Initiatives**

1995 to 1997

Selected in 1995 by executive management to represent Sales and Marketing as the business leader to a supply chain based Logistics Reengineering initiative.

- Developed and facilitated organizational chartering workshops for the 75 member Logistics Team, resulting in accelerated redesign of logistics business processes.
- Initiated and led the Distributor Change Management effort that resulted in redesigned systems and business processes for 685 distributors.
- Led Business Process Redesign workshops for several multi-functional work teams, resulting in the detailed development and documentation of new business processes.

**Manager, National Retail Sales Systems and Analysis**

1989 to 1995

Accountable for the strategic development and tactical implementation of sales systems, market intelligence and technology to support 200 corporate and field sales and marketing professionals.

- Received Achievement Award for direct contribution to a \$200 million sales increase.
- Designed, implemented and led the Sales Systems, Category Analysis and Shelf Space Management teams (Category Management) in supporting over 1000 retail chain accounts.

**Senior Market Research Analyst**

1987 to 1989

Presented key market and trend analyses to Philip Morris and Miller Brewing executives. Developed opportunity focused sales tools to enhance retail sales.

**Various Management Positions, Brewery Operations**

1980 to 1987

Held management positions in Quality Assurance and Operations, managed 25 technical professionals and achieved over \$50 million in materials cost savings. Accomplishments include developing and implementing process improvements and new supplier evaluation programs.

**EDUCATION**

**Master of Business Administration (MBA)**, Sales and Marketing, University of Georgia

**Bachelor of Science**, Food Science, University of Georgia

Other interests, experience: Adjunct Professor College of Business: Cardinal Stritch University & Ottawa University. Extensive training in consultative selling, marketing, communications, leadership, finance, strategic planning and process reengineering. Active board member of Ozaukee Congregational Church.