

JOHN M. LOEHRKE

N5923 Hillcrest Drive – Plymouth, Wisconsin 53073

Home: 920-892-2082

Cell: 920-980-9384

jloehrke@aol.com

A manufacturing executive possessing a strong engineering and business background, with a demonstrated history of producing corporate growth through product development and business acquisitions. Experience includes management roles in technology sectors that include mobile and off-road equipment; beverage handling and dispensing systems; machine tool and automation.

CAREER ACCOMPLISHMENTS

- Led the acquisition and integration of several complementing product lines and competitive businesses.
- Demonstrated ability as a superior troubleshooter with a talent for assembling and leading teams in identifying and resolving product and business development issues.
- Proven track record of innovative and focused product development that resulted in the rapid introduction of industry leading products and patentable inventions.
- Provided strategic direction to divisions and business units that increased their focus on primary markets leading to improved profitability.
- Established a new business unit for the development and sale of a new municipal vehicle. This effort included directing product development, creating a dealer finance plan, and the establishment of a dealer sales network.

PROFESSIONAL EXPERIENCE

M-B COMPANIES, INC., NEW HOLSTEIN, WI

Sept. 2002 – Mar. 2010

Manufacturer of equipment for municipal markets with sales of approximately \$45MM per year. M-B has two production facilities in Wisconsin, one in Pennsylvania, and one in Oregon.

Chief Operating Officer, Senior Vice President, and Business Unit Director

- Provided direction and focus for the strategic planning and operation of all business units. During the time period from 2002 through 2009, M-B's revenue grew from \$11MM to over \$45MM and pre-tax profits grew by over 600%.
- Increased the Attachment Business Unit revenue by broadening the product offering and focusing on key OEM customers in the U.S. As a result, M-B's Attachment business grew by over 25% in two years.
- Researched and evaluated complementary product lines and competitive businesses to identify opportunities to expand M-B's core product lines through acquisitions. Prepared assessments and made presentations to M-B's board of directors.
- Completed the due diligence, negotiations, and acquisition of the equipment division of Lafarge Road Marking (LRM), a division of Lafarge North America. Directed the post-closing activities and integration efforts. The facility was profitable within a year and is still operated by M-B to produce similar products.
- Completed the due diligence, negotiations, and acquisition of the equipment division of TMT-Pathway, a division of Jackson Safety. The facility was profitable within a year and continues to be operated by M-B to produce similar products.
- As a result of the above acquisitions, M-B's market share for the municipal pavement marking equipment market grew to approximately 90%. The business unit realized a fivefold increase in revenue and went from losing money on an annual basis to a 12% pretax return-on-sales.

JOHN M. LOEHRKE

N5923 Hillcrest Drive – Plymouth, Wisconsin 53073

Home: 920-892-2082

Cell: 920-980-9384

jloehrke@aol.com

-
- Established a business unit to develop, manufacture, and sell a new articulated tractor for municipal use. Completed the product development using both internal and external engineering resources, resulting in the introduction of the vehicle in January of 2009.
 - Recognized that a dealer network was required for the sale and distribution of the new articulated vehicle. Developed dealer contracts, a financing program, and related documents defining the new dealer program. Visited dealer candidates throughout the U.S. and Canada, resulting in the signing of five stocking dealers in the first eight months.
 - Directed all intellectual property matters for the company. Identified key trademarks and began the process of formal registration. As a result, company names and logos are now officially registered in the United States and multiple foreign countries. Established a similar effort to protect the design of key products, resulting in several U.S. patents being issued.
 - Negotiated labor contracts and regularly met to resolve issues with the bargaining unit representing the workforce at the two Wisconsin manufacturing facilities. Established contingency plans and directed manufacturing efforts during a brief strike when negotiations broke down.

BERG COMPANY, MADISON, WI

Sept. 1993 – Sept. 2002

Berg Company, a Division of DEC International, manufactures dispensing systems for the hospitality industry and had annual sales of about \$4.5MM. Prior to my arrival, Berg had struggled to develop new products, and faced increased competition after patents that had protected its principal product line expired.

Division President (1996 to 2002)

- Traveled regularly with dealers to visit key accounts and discuss users' needs. As a result of these trips, a focused development effort was established.
- Product development efforts resulted in six active U.S. patents and 3 pending applications by the end of 2001. Many of the U.S. patents also resulted in foreign filings.
- Identified and purchased a complementary product line in 2000 and again in 2001. The purchases produced a much broader product offering that could be sold through the existing dealer network. The acquisitions and related product development efforts resulted in an additional seven U.S. patents and several pending applications.
- Upgraded dealer training and development. Developed a "Business Basics" course in conjunction with the University of Wisconsin – Small Business Development Center. Annual training classes were held both at company headquarters and regionally, resulting in better dealer sales performance and a more fiscally stable dealer network.
- Profitability improved annually. In 1995 the company lost money and produced a ROE of -18%. As a result of new product offerings and increased dealer effectiveness, 1999 was the company's most profitable year in over a decade producing a ROE of +19%.
- In fall of 2001, DEC made the decision to sell Berg. Working with KPMG, a list of potential investors was developed and the company was prepared for sale. As a result of this effort, multiple offers were received culminating in the sale of the division in Spring of 2002.

Executive Vice President/Engineering Manager (1993 to 1996)

- Recognized that the company did not have the necessary personnel needed to develop the desired product offerings. Hired personnel with the required skills, resulting in a team that was better suited for product development.

JOHN M. LOEHRKE

N5923 Hillcrest Drive – Plymouth, Wisconsin 53073

Home: 920-892-2082

Cell: 920-980-9384

jloehrke@aol.com

-
- Proposed a plan for the parallel development of multiple new projects. Interviewed, selected, and hired outside engineering resources that resulted in a dramatic reduction in product development time. Six newly developed products were introduced within the first five years, resulting in a significant increase in sales and a rejuvenation of the company's distribution network.

GLEASON WORKS, ROCHESTER, NY

Apr. 1985 – Sept. 1993

Gleason specializes in gear cutting and grinding machines for automotive and aircraft industries and had revenues of about \$350MM. The company had operations in the U.S. and England, with sales offices in Germany and Japan.

Manager of Control Engineering (1991 – 1993)

- Directed the department responsible for the development of electronic, pneumatic, and hydraulic control systems for all new products. Merged two departments resulting in a more efficient use of personnel and better coordination of project activities.
- Visited key automotive customers in the U.S., Japan, Germany, and Sweden to develop specifications for future gear cutting and finishing products, resulting in a better understanding of the user's needs, and smoother product introductions in the future.

Senior Research Project Engineer/Research Project Engineer (1985 – 1991)

- Supervised research groups in the design and prototyping of new products. Established and coordinated new product testing schedules, resulting in quicker design validation and more complete preproduction testing of new products.
- Pioneered an in-process, real time system to control the removal of material while finishing gears. The design resulted in a U.S. patent, and was the first fully automatic system for on-machine gear finishing in the market.

EDUCATION/CONTINUING EDUCATION:

- MSEE, University of Wisconsin-Madison, 1985.
- BSEE, Marquette University, 1982.
- Excellence in Marketing Certificate Series, University of Wisconsin-Madison Management Institute. Completed in 1999.
- Executive Course in Strategic Sales Management, University of Chicago Graduate School of Business, 2007.
- Executive Program in Information Technology, University of Chicago Graduate School of Business, 2009.
- Many business, engineering, sales, and marketing short courses and seminars throughout career.

AFFILIATIONS:

- Member of AEM, Small Enterprise Committee.
- Member of the Sheboygan Early Bird Rotary Club.
- Past Council Member for Redeemer Lutheran Church.

PATENTS:

- Three patents granted.