

# Peter D. Irish

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## EXECUTIVE PROFILE

Strategy ▪ Sales ▪ Marketing ▪ Automation ▪ Organizational Design ▪ Operations

Senior global business leader and top revenue driver with more than fifteen years of success in sales, marketing, innovation and brand development. Communicates effectively across cultural boundaries in English and German. Institutes initiatives that create positive change, promote efficiency, slash costs and increase profitability.

Transforms organizations by establishing, leading and developing effective teams, processes and infrastructure that drive sustainable growth. Leads initiatives in the career management, business coaching and consulting, consumer goods, hygiene/paper, publishing, food and retail sectors. Builds upon strengths of diverse teams to achieve consensus and shared mission. Leads successful branding, marketing and sales campaigns in environments where results and growth are paramount. Extensive qualifications in the following competencies:

- Marketing and Sales Management
- Strategic Alliances and Partnerships
- Innovation Management
- Team Leadership, Training & Mentoring
- Change Management
- Mergers & Acquisitions
- Business Process Improvement
- Direction, Re-engineering of Mission & Vision

## CAREER SYNOPSIS

### **The Barrett Group, Boalsburg, PA, USA**

2017–2023

Boutique Career Management Firm

#### **CEO & CHAIRMAN**

The Barrett Group has served thousands of executives in the last 3 decades in practically every industry as they reflected on their career trajectory, chose their targets, selected their tactics, sharpened their skills, and launched their career change initiative with confidence.

- Tripled annual sales through organic growth and the addition of the European and Middle Eastern regions.
- Extensively automated business processes to essentially state of the art performance in the career management industry.
- Achieved recognition as one of the best executive recruiters in the US (top 0.25% out of 40,000) according to Forbes magazine.
- Built strong and capable team and culture that now spans 12 time zones—and has remained entirely virtual since 2017.
- Greatly improved profitability for the company and its shareholders including a 40-fold return on equity invested so far.

### **Business Coaching of Northern California, San Francisco, California, USA**

2014–2019

FocalPoint Business Coaching Franchise / Area Developer for Northern California

#### **PRESIDENT, AREA DEVELOPER, CERTIFIED BUSINESS COACH**

Developed FocalPoint Business Coaching in Northern California, including the San Francisco Bay area. FocalPoint has guided more than 5,000 businesses to improve on key issues such as TIME, TEAM, MONEY, and (EXIT) STRATEGY. Through one on one and group coaching, specific programs for sales, communication, and team development, and a vast array of other services and programs, FocalPoint and Business Coaching of Northern California are well equipped to guide individuals and businesses to higher performance and satisfaction.

## STI Group, Lauterbach, GERMANY

2013–2013

Manufacturer, processor, and distributor of packaging and POS products with 2,000 employees at 10 locations

### **MANAGING DIRECTOR (CHIEF COMMERCIAL OFFICER)**

Reported to Supervisory Board, led and directed sales, marketing, and innovation for €300 million regional business. Maintained strong working partnerships with key customers such as Unilever, Procter & Gamble and Lidl, a German supermarket chain with 10,000 stores across Europe. Led the strategic and day to day sales, marketing, and innovation activities of a team of 80 professionals in 10 locations

- Improved sales efficiency 28%, per head by reorganizing international sales force and reducing headcount, eliminating long-term low-performers.
- Introduced structured innovation process including stages and gates to assure an assessment of market viability early on. Achieved transparent pipeline of 50+ ideas in 30 days while using clear criteria to weed out less promising projects clogging the innovation capacity.
- Nurtured and launched first integrated industry solution for evaluating the effectiveness of POS prior to manufacturing. Customers were fascinated by our tool that incorporated on-demand quantitative, consumer panels assessing affinity and buying intention, extrapolating this to probable sales in-store, and then correlating sales to the cost of each given design, delivering an “ROI Light” indication to facilitate greatly enhanced spending efficiency.
- Substantially improved access to key customer decision makers by demonstrating multi-continental reach and predictive spending efficiency tools (“ROI Light”).
- Formalized and professionalized sales processes including forecasting, portfolio management, and supply chain to allow monthly three-month, rolling forecasts as an aid to manufacturing resource planning and three times a year a “latest estimate “ for financial planning. Service levels immediately rose dramatically (from circa 50% to mid-90's) during the peak season.

## Science Fiction Author, Bergheim, AUSTRIA and Fort Myers, Florida USA

2012–present

### **AUTHOR ([Amazon.com](https://www.amazon.com))**

To date the “Second Skin Series” consists of three books:

- “Second Skin is a fun read, reminiscent of early Heinlein, Bova, or Asimov stories. Max makes a good young protagonist...” *San Francisco Book Review*
- Second Skin Too — “Darrach is very good at making a realistic sci-fi setting...Max and Elaine (and Marion and Daniel, other secondary characters) are freaking awesome.” ([www.onstarshipsanddragonwings.com](http://www.onstarshipsanddragonwings.com))
- Tavern on the Edge of Time — “Captivating read set in a visionary future circa 2125, Tavern on the Edge of Time entices science fiction readers over the edges of reality and into a space/time continuum abundant with exotic beings, adventure and a bit of romance.” *Pacific Book Review*

## Posivise Partners, Bergheim, AUSTRIA

2012–2013

### **MANAGING CONSULTANT**

Provided senior advisory services for trade and industry organizations, focused on driving sales and marketing results. Aided manufacturers in promoting and listing their products with key retailers in Europe and the USA.

- Added 8% annual growth for clients in two new key markets (US and UK) by convincing Walmart UK and Ahold USA to list and expand client products and assortment.

## Wepa Produktion GmbH, Arnsberg, GERMANY

2009-2011

Manufacturer, processor, and distributor of tissue products with €900 million turnover, 3,000 employees at 10 locations

### **MANAGING DIRECTOR SALES, MARKETING AND INNOVATION / VICE PRESIDENT**

Reporting directly to CEO and Owner, integrated, reorganized, and motivated international sales team of 84 employees. Guided decision making at the customer business unit and functional management (e.g., customer service and innovation) levels. Marketed the company and its products to strategic contacts within the retail trade and negotiated high-value contracts. Led tactical and strategic business planning.

- Implemented “customer business units” and re-oriented production to meet specific customer requirements, shifting the business from a purely geographic focus to a customer profitability focus, enabling resources to be allocated based on the relative return of the customer cluster. For example: the margin of our largest customer (circa 25% of sales) improved by almost 2% points through this focus, a Euro 4 million improvement.
- Enhanced cash flow by developing and implementing flexible demand management processes through lower inventories due to improved forecasting and more aggressive accounts receivables collection.

- Bolstered customer satisfaction particularly with our largest customer who benefitted from the customer business unit focus, experiencing better service levels. At the same time we improved our profitability by several points through better attention to mix.
- Established strategic relations with retail customers such as LIDL and Biedronka, positioning the company to outgrow the market by a factor of 100%.
- Introduced innovation concepts based on consumer preferences including €100 million sales turnover in environmentally-friendly tissue products made with lower CO2 emissions while using lower cost raw materials and generating +5% higher margins.
- Executed price increases of €30 million per annum while growing top-line twice as fast as the overall European industry (5% vs. 2.5% average) by expanding distribution.

## **SCA Hygieneprodukte AG**, Munich, GERMANY

2000-2008

European market leader in sanitary product industry with €10 billion sales and 46,000 employees

### **VICE PRESIDENT BUSINESS DEVELOPMENT** (2007-2008)

Reported directly to President of Americas business unit. Directed a team of 10 at multiple sites in a major M&A project.

- Successfully led a multi-national, multi-cultural team to acquire \$350 million diaper business in North and South America.

### **VICE PRESIDENT SALES AND MARKETING** (2003-2006)

Reported directly to President of €1.5 billion Tissue Europe business unit. Strategically responsible for brands with €350 million sales, reevaluated brand equity, improved media spend efficiency and reawakened innovation so much so that the group decided to invest heavily in the branded business. Managed SCA Consumer Tissue Global Category. Developed global strategy and revenue model. Reorganized sales structure of Tissue Europe and Personal Care divisions. Defined policies for interdivisional sales coordination. Directly managed retail customer with private label sales of €150 million, significantly improving the business climate and professionalizing business relations. Introduced traditional category management. Led a team of 35 sales, marketing, and product development professionals.

- Added €500 million sales by handling sales and marketing due diligence of acquisition of P&G European tissue business and successfully defending acquisition to EU Commission, obtaining full approval.
- Delivered €6 million annually to the bottom line by implementing first price increase in four years with major customer.
- Captured €2.5 million in yearly savings by restructuring logistics to meet regional business demands.
- Revitalized and optimized European brand strategies, improving profitability and justifying further acquisition.
- Stimulated and transformed innovation throughout organization and processes and introduced innovation concepts focused on customer preferences.
- Introduced licensing strategy in order to improve brand loyalty growing sales by linking with the Star Wars, Happy Feet, Tom and Gerry and other well known franchises.
- Operated nimbly to meet the needs of quickly growing lucrative customer segments in the European market. For example, by creating key account teams dedicated to discounters (Mercadona, Aldi and Lidl), we were better able to serve these demanding customers and significantly outgrow the overall market.

### **DIRECTOR CUSTOMER DEVELOPMENT CONSUMER BUSINESS UNIT** (2000-2003)

Reported directly to President of business unit. Developed effective customer strategies for 26 European countries, including infrastructural and organizational requirements. Appointed and instructed best practice teams to identify and disseminate best practices in category management, promotional efficiency and value adding services, such as logistics and e-business. Clarified complicated cross-border retail discounts. Introduced customer strategy and European key account management process. Personally led and trained key account managers for major customers comprising 40% of EBITDA.

- Simplified discount structure by reducing 320 different types down to only six substantially improving internal price transparency and reducing administrative costs as this trade allowance structure was rolled out in SAP.
- Significantly Improved customer awareness by entering WorldWide Retail Exchange WWRE/Agentrics as first supplier member and achieving uniquely high level access to most major retailers on three continents.

## **Kimberly-Clark C&EE**, Vienna, AUSTRIA

1996–2000

### **MANAGING DIRECTOR CENTRAL EUROPE** (1998-2000)

Led business unit with \$100 million annual sales in Czech Republic, Slovakia, Hungary and Poland. Directly reported to VP Central & Eastern Europe. Developed heterogeneous sales, marketing and customer service organization in four national markets consisting of 35 individuals. Trained team to be customer marketing experts who were able to delist competitors in targeted retail channels. Established retail contacts at highest levels; took advantage of relations to achieve preferred supplier status

- Developed cost-efficient and effective sales structure for four countries.

- Implemented category management (the assortment management technique through which a supplier can influence listings in key retailers, ultimately delisting competitors while growing the retailer's sales and profits.)
- Maintained diaper market leadership in Czech and Slovakian markets against P&G and other competitors.
- Established Huggies diaper brand in Hungary by leveraging distribution agreements with Unilever to gain broad weighted distribution quickly.
- Reduced distribution costs by \$9 million annually by restructuring sales in Poland, extending weighted distribution from 50% to 90% for example, by entering the Biedronka discount chain in Warsaw.

#### **MARKETING DIRECTOR CENTRAL AND EASTERN EUROPE (1997-1998)**

Reporting directly to VP Central & Eastern Europe, led and directed a team of 11 marketing professionals.

- Achieved 41% growth in revenue for diapers through regional marketing programs by establishing and positioning Huggies in all relevant countries, repositioning products in segments and creating new packaging design and new TV commercial advertising.
- Increased weighted distribution of Russian diaper business from 20% to 40% by introducing products to regional retailers in markets outside of Moscow and St. Petersburg.
- Stabilized Kimberly-Clark market leadership in feminine hygiene market in Czech Republic and Slovakia, retaining market leadership while generating healthy profits to fund the fast growing Huggies business.

#### **MANAGING DIRECTOR CZECHOSLOVAKIA (1996-1997)**

Took over leading local diaper manufacturer. Integrated production sites, sales and distribution of business. Created and implemented transitional branding (to the Huggies brand). Trained and established functional management team of 10 local individuals and fundamental management systems to effectively monitor manufacturing, logistics, personnel, sales and marketing. Planned and developed sales team of 25 individuals, while successfully shifting from wholesale to retail customers.

- Increased Kimberly-Clark market share in diapers from 0 to 37% to become distinct market leader.
- Introduced and implemented novel "baby home" sales promotional concept in selected stores, delisting competitors and growing Kimberly-Clark and retailer sales 3 to 4 times faster than the market in general.
- Increased production of diapers by 35% within 6 months without capital expenditure.
- Optimized procurement and production saving several margin points.
- Drove revenue to \$22 million and reversed internal control evaluation from "poor" (acquired) to "good" within 12 months.

#### **Knorr Foods / CPC Foods, Prague, CZECH REPUBLIC 1991-1996**

##### **MANAGING DIRECTOR / DEVELOPMENT MANAGER**

Directly reported to Managing Director Austria, led and directed a local management team of 12 functional experts through a complex transition and into a period of high growth.

- Captured \$50 million in new business by taking charge of all business development for the company.
- Improved distribution rate to 90% for Knorr and Hellmann's brands by establishing, leading and mentoring sales team.
- Increased market share from 0% to 25% for Knorr and from 38% (pre-acquisition) to 60% for Hellmann's by launching both brands in the Czech and Slovakian markets.
- Saved \$ 2-3 million USD per year introducing and monitoring procurement and quality assurance programs.
- Reduced costs by controlling number of ingredients. For example, the Knorr range ingredients list dropped from 207 materials to 110, doubling the share we could source locally while reducing raw material costs by 10% and improving consumer preference scores significantly.

#### **EARLY CAREER AT INTERNATIONAL ASSOCIATION OF AMUSEMENT PARKS & ATTRACTIONS; W. BELL AND Co.; AND C & L COMMUNICATIONS**

#### **EDUCATION & TRAINING**

**Pennsylvania State University**, State College, PA  
*Master of Arts degree in German Literature*  
*Bachelor of Arts degree in English Literature*

**Carnegie Mellon:** *e-Commerce Strategy*

**Thunderbird School of Management:** *Strategic Decision Making*

**Kimberly-Clark:** *Finance of Non-Financial Managers*

**CPC Foods:** *Storwars (Insead-Derived Business Simulation)*