

# ALLAN T. PREYER III

## EXPERIENCE

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**2003–2008** **Western Nonwovens, Inc.** **Carson, CA**

*2007-2008* *Director, Sales & Marketing* *Greensboro, NC*

- Sales & marketing responsibility for all regional customers and markets in a nationwide business with \$120 million revenue.
- Directed distribution restructuring effort in anticipation of sale of business unit, maintaining key distribution components to insure operating capital availability during marketing and negotiation phase, culminating in sale of business unit to Milliken & Company in August 2008.
- Directed introduction of Esyntial Safe® FR barrier products to regional mattress manufacturers nationwide for compliance with federally mandated mattress flammability standards implemented in July 2007.
- Represented the company in its efforts to shape pending upholstered furniture flammability legislation via presentation of information and testing data to the Consumer Products Safety Council.

*2004-2006* *General Manager, West Region* *Carson, CA*

- Operations, sales & marketing, P&L responsibility for \$60 million revenue business in the Western U.S., Canada and Mexico, supported by five manufacturing sites in California and Utah.
- Developed products, marketing strategy, and technical support staff and materials for introduction of Esyntial Safe® FR barrier products to mattress manufacturers in California for compliance with state mandated mattress flammability standards implemented in January 2006. Achieved market leadership position and a 2X market share advantage over next largest competitor.
- Implemented staff and asset reorganization efforts resulting in measurable improvement in cost and profitability.

*2003* *General Manager, Southeast Region* *Orlando, FL*

- Operations, sales & marketing, P&L responsibility for a \$15 million revenue business in the Southeastern U.S. and Caribbean Basin, supported by a manufacturing site in Orlando, FL.
- Directed restructuring of product/pricing offering, distribution strategy, manufacturing assets and operations approach, and staffing. A preceding nine months loss trend was reversed and profitability was restored in ninety days.

**1999–2002** **KoSa Polyester Textile Filament** **Charlotte, NC**

*2001-2002* *Director Sales & Marketing*

- Sales & marketing, planning & customer service, strategic planning, EBITDA responsibility for a \$50 million revenue business in the United States and Canada.
- Managed budget development and financial forecasting. Directed SGA&R restructuring resulting in a 40% reduction with no loss of strategic programs and customers.
- Produced a \$15million EBITDA improvement 2002 vs. 2001.
- Developed and implemented an extension of the business along the value chain via addition of textured sales, usurping the role of former customer converters and increasing unit EBITDA.
- Managed the marketing of Avora branded FR filament in the contract fabrics market accomplishing a 95% market share in inherent FR filament in the U.S. and Canada.
- Developed and implemented strategic plan for conversion of targeted programs/products from U.S. manufacturing sites to Mexico sites.

1999-2001

*Account Executive/Senior Account Executive*

- Direct account responsibility for a varied account portfolio with representation from the apparel, home furnishings, upholstery, contract fabrics and automotive fabrics sectors.
- Promoted to Senior Account Executive to direct an R&D/Manufacturing/Customer Service/Technical Service team assigned the objective of business development with the largest textile manufacturer in the U.S. Accomplished 500% growth in annualized volume elevating the account to "Number 1" status.

1999

**Self-employed.**

**Charlotte, NC**

*Consultant*

- Sales/marketing and operations/strategic planning consulting services for textiles & apparel.
- Contracted to Custom Screens, Inc., Madison NC through August 1999.

1996-1998

**Liberty Embroidery/Screen Print**

**Madison, NC**

*Assistant Plant Manager/Customer Service Manager*

- Recruited by owners as a consultant. Added to management team in November '96 upon completion of thorough study of operations, planning, quality assurance, and customer service.
- Directed start-up of joint venture embroidery operation in Aguascalientes, Mexico.
- Operations/Planning, Customer Service responsibility, working closely with Nike, Adidas, etc.

1991-1995

**PreyerTex**

**Greensboro, NC**

*Owner*

- Independent sales representation for York Trading Co., manufacturer of circular knit fabrics.
- Sales, marketing, and product development responsibility for the Eastern U.S.
- Generated over 50% of annual sales and expanded distribution into targeted markets.

1990-1991

**Wiscassett Mills**

**Albemarle, NC**

*Vice President, Sales & Marketing*

- Complete sales and marketing responsibility for a \$200 million diversified sales yarn company.
- Directed efforts of a five person direct sales force as well as several independent sales agents.

1978-1990

**Burlington Industries**

**New York, NY & Greensboro, NC**

*1984-1990*

*Burlington Knitted Fabrics*

*Vice President, Operations*

- Complete planning/operations responsibility for \$240 million business unit.
- Coordinated strategic planning, sales forecasting, sales analysis and capacity planning.
- Prioritized and controlled production scheduling in six facilities.
- Managed planning, customer service, and administrative personnel.

*1981-1984*

*Burlington Madison Yarn Co.*

*Vice President and Product Manager*

- Profit responsibility for \$100 million textured nylon product line.
- Directed raw materials sourcing/purchasing, product development and production planning.
- Controlled sales/marketing strategy resulting in a 2X market share advantage over competition.
- Managed sales force and led major account pricing negotiations resulting in consistent profitability.

