

FREDI BAUERT

126 Shore Lake Drive
Greensboro, NC 27455
(336) 402-8053
fredi.bauert@yahoo.com

SUMMARY

Experienced General Manager with a proven record of business and operational improvement. Increases profitability, grows revenues, reduces costs, and educates workforce by being a change agent and utilizing the core competencies listed below:

Improves Net Results

- Strategy / Business Development
- Organizational Development
- Operations Management
- Project Management

Makes People Better

- Excellent Interpersonal and Leadership Skills
- Facilitator, Conflict Solver
- Training and Development
- Focuses Employees on Efficiency and Internal Processes.

Bridges Cultural Differences

- International Experience
- Multi-Lingual (English, German, Italian, French)

EXPERIENCE

PETER MEIER INC., Kernersville, NC

2000 - 2008

General Manager

Transformed company from a largely unstructured, purely sales-revenue-oriented organization to a net-profit-driven, cost effective, operationally efficient, and strategically sound enterprise.

- **Increased Net Income by 360%** while **doubling sales revenues** from \$10 Million to \$20 Million within six years as a result of development and execution of a strategic business plan and overall company strategy. Allocated human and financial resources to most profitable projects, focused on key customers and value-added products and services, and eliminated wasteful spending.
- **Reduced total operational cost by 14.3%** in first year after creating and implementing a new organizational structure that eliminated duplication of efforts, process inefficiencies, and unclear chains of command.
- Continually improved operational efficiency while reducing staff and operational cost, achieving **annual productivity gains of almost 10% on average** over the last 7 years. Established and enforced written standard operating procedures, involving employees on all levels of the organization by persistently soliciting feedback and adhering to an open-door communication policy.
- **Increased overall Gross Margin by 4%** in first year after introduction of product and activity-based customer profitability analysis.
- **Instituted cultural change** through implementation of written company vision, mission, and core values statements. Increased understanding for company strategy and goals on all employee levels by continuing communication and enhancing employee education, resulting in **reduction of turnover ratio by more than 50%**.

- **Enhanced employee performance** by designing and implementing annual review and performance management system that tied financial rewards to clearly defined performance measurements, achievements of agreed upon goals, and introduced **profit-driven compensation plans**.
- **Increased number of completed product projects and shortened Time-To-Market** for new products by implementing a new product development & management process, including financial model to evaluate and justify product project decisions and vendor qualification system for the expansion of supplier base in Asia and Europe.

RENTENANSTALT / SWISS LIFE, Zurich, Switzerland

1994 - 1997

Product Manager

Established a new business unit to coordinate and accelerate product development and management efforts throughout company.

Led the development of a new product generation, a complex modular system allowing extremely flexible, customer specific product offerings and pricing structure that resulted in improved customer satisfaction, retention rate, and net profits for the company.

- **Set product priorities and allocated personnel and financial resources** to projects, based on thorough market research and internal **cost/benefit analyses**.
- **Reduced project costs by more than 20%** by establishing an accurate time and cost control system for projects, making team members accountable for their actions and results.
- **Decreased average product development project time by more than 50%** by initiating and implementing the utilization of project staff on a full-time basis for the duration of each project. This not only shortened the project lengths, but also enhanced team member identification with projects and the quality of project work.

WINTERTHUR LIFE INSURANCE, Winterthur, Switzerland

1992 - 1994

Marketing Manager

Implemented a new customer segmentation model, enabling a targeted, cost-effective marketing approach.

Spearheaded the inclusion of marketing department in strategic planning process, enhancing collaboration with planning and sales departments.

- **Increased efficiency of marketing campaigns by 15%** (measured in response rates and cost reductions) after defining and introducing new customer segmentation in order to market to specific customer base, resulting in **faster and more accurate input for new product innovations** to product development team.
- **Reduced time spent on corporate planning by 50%** after establishing a new planning and communication process that included the implementation of two annual strategic planning meetings with all Division Presidents in attendance. In addition, this led to improved communication between departments and better, more comprehensive decisions by Executive Management team.

EDUCATION

Master of Business Administration - Loyola Marymount University, Los Angeles, CA **1999**

Master of Economics - University of St. Gallen, St. Gallen, Switzerland **1990**