

Summary of Experience

Rich Mayberry has over 25 years of consulting and private equity experience. Rich focuses on helping clients achieve a step change in performance and his projects consistently deliver profitable and sustainable growth with substantial return on investment for shareholders. He has a reputation for driving clients quickly through a change program to achieve sustainable bottom line results. His clients' needs have varied in size and scope, but often began with the marketplace, establishing targeted Sales and Marketing objectives; then aligning and streamlining Supply Chain / Operations and Administrative functions to reach defined goals. Rich works primarily with Fortune 500 clients with global reach, focusing on primarily Oil & Gas / Energy, Chemicals, Packaging, Pharmaceutical, Retail, Consumer Products, Food & Beverage, and Manufacturing. Rich has led significant initiatives at leading companies including DuPont, Chevron, Whirlpool, Sparteck, Borealis, Winnebago, Ingersoll Rand, Exxon, Mobil, Texaco, Shell, BP, Occidental Petroleum, Citgo, Natural Gas Clearing House, Conoco-Phillips, Hess, Total, Sasol, Petrobras, Saudi Aramco, John Deere, Air Liquide, AstraZeneca, Syngenta, Monsanto, Solutia, Eli Lilly, Union Carbide, Coca Cola, Nike, Avon, Unilever, IFF, SA Breweries, Alpargas, Bradesco, White Martins, Oderbrecht, and Banco do Brasil. Rich is fluent in Portuguese, has a working knowledge of Spanish and French, and has lead successful large transformation efforts in The United States, Europe, Africa, Asia, and Latin America.

Selected Accomplishments

- Led a successful turnaround program for a large consumer products multi-national focused on reprioritizing advertising spend, compressing cycle time for new product launches, and redesigning distribution channels that resulted in a tripling of return on capital in less than 18 months.
- Led an initiative for a leading plastics firm to double their inventory turns and deliver €10M near term cost savings through better alignment of commercial, supply chain & operations processes & organizations.
- Led a production optimization program for a major global appliance manufacturer which implemented a global Rhythm Wheel strategy for production planning and scheduling; program resulted in a 25% improvement in throughput and a 30% reduction in downtime.
- Led a Product Lifecycle Management project for a large global plastic sheet manufacturer focused on rationalizing the product portfolio, transitioning clients to new more efficient product lines, and introducing blockbuster new products on an ongoing basis; project led to a 35% reduction in product portfolio (excluding products not sold in the last 12 months) and client realized a 12% improvement in net margin within 18 months.
- Led a transformational reorganization of a multinational, cosmetics manufacturer across 24 countries and 3 continents that helped contribute to record profits.
- Led a post-merger integration effort for a global lubricants company, including product rationalization, brand repositioning, manufacturing rationalization, elasticity based pricing and SG&A cost reduction; project led to the company improving from bottom quartile performer to market leader in 24 months.
- Led project for the South American arm of a global food processor that increased cash flow by 20% through product rationalization, improved S&OP processes, and streamlining of manufacturing operations.
- Led two projects for the South American arm of a global petroleum firm that tripled production output through production improvement / reservoir management and streamlining of operations.
- Led a supply chain / operations improvement project for the South American arm of a global industrial gases firm that streamlined/simplified operations resulting in increased throughput, reduced cost & increased sales.
- Led a supply chain / operations improvement project for the European arm of a global food ingredients company that streamlined/simplified operations resulting in increased throughput, reduced cost & increased sales
- Led the redesign of the Latin American supply chains of a global chemicals company that resulted in \$32M cost reduction and improved delivery performance to customers.
- Led several projects as part of a major global chemicals firm/consulting alliance that delivered >\$500 million in benefits through sales and marketing effectiveness, market segmentation, supply chain reengineering, organizational design, quality and yield improvements, fixed cost reduction, and product development.

Educational Background

MSIA – Carnegie Mellon University
BA, Economics – Harvard University