

**HIGHLIGHTS OF QUALIFICATIONS**

- ✓ More than 15 years of successful experience in **OPERATIONS**, PRODUCTION, PROJECT, and **CUSTOMER CARE/SERVICE MANAGEMENT** roles with responsibility for Continuous Process Improvement, Tracking System Development, Profit Planning, and Supply Chain Coordination.
- ✓ Proficient at communicating with customers and staff to fulfill their needs and build loyal relationships leading to sustained sales growth; forming precision plans, orchestrating all project elements, and tracking performance to **accomplish efficient, cost-effective outcomes**, while maintaining the highest quality standards.
- ✓ Contributions include:
  - **Initiating numerous industry leading innovations** to customer, project, purchasing, and production information systems resulting in **increased customer satisfaction**, sales and **market share growth**, and reduced overhead, (including a cost per unit sold accounting system to the 100<sup>th</sup> of a cent).
  - Expanding the customer base in a highly saturated market by two thirds in less than two years.
  - **Meeting all production targets** and reducing product defect rates to near 0% during a 1000% volume increase in one year.
- ✓ Recognized as a **conscientious, poised, and focused leader** who consistently manages time and resources well to meet all commitments and **surpass customer expectations**, puts others at ease by understanding them, and maintains calm during challenges to make sound decisions and achieve goals.

**AREAS OF EXPERIENCE**

Operations/Production Management  
Statistical Process Control  
Supply Chain Management  
Start-up/Profit Plans  
Strategic Planning/Reorganization  
Equipment/Facilities Management  
Budgets/Forecasts/Financial Analysis  
Purchasing/Supplier Relations  
Contract Negotiation  
Workplace/Hazardous Materials Safety  
Capitalization Plans

Customer Relations Management  
Organizational Development  
Employee Selection/Training  
New Product/Service Introductions  
Group/Trade Show Presentations  
Employment/Personnel Regulations  
Spanish (Conversational)  
Quality/Customer Care Improvement  
Public Relations/Advertising  
Policy/Procedure/Mission Development  
Performance Evaluation/Improvement Plans

**Computer experience:** Windows 95-XP, Mac OSX; Excel, Word, QuickBooks Pro and other programs.

**EDUCATION AND TRAINING**

B.S. Bachelor of Science (Magna Cum Laude) in Horticulture, concentration in Business Management and Ornamental Horticulture, Oregon State University, Corvallis, OR (1994)

**Continuing education/professional development/certifications:** 100+ hours of workshops and training programs sponsored by professional associations in Human Resources, Business Management, Leadership Skills, Workplace Safety, and Industry Trends; Oregon Association of Landscape Contractors and Oregon Association of Nurserymen membership; International Society of Arboriculture Certified Arborist; CPR/First Aid card.

# **WILLIAM BENNETT**

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## **EXPERIENCE**

**Operations/Business Manager/Founder, Sustainable Earthworks/Holly Ridge Farm, Pleasant Hill, OR (2008-present)** - Creating and implementing operational and sales plans for two enterprises offering recreational tree climbing, innovative sustainable landscape design and consultation, horticultural instruction services, and gift products; identifying and cultivating sources of prospective customers; forecasting sales; negotiating contracts with various suppliers, insurers, and service providers, and planning all aspects of production.

**Operations/Logistics/Purchasing/Quality Assurance/General Manager, Blue Sky Services, Inc., Pleasant Hill, OR (1999-present)** - Playing a central leadership role in the start-up and rapid, profitable growth of a safety products manufacturer; developing business capitalization plans to introduce and supply new products to large institutional customers; identifying all elements related to production, customer service, and supply/delivery; finding and developing resources, processes, and tools to meet supply contracts, based on customers' specifications and needs; overseeing design and construction of two production facilities, including a 4000 square foot plant; sourcing and purchasing equipment, fixtures, and supplies; establishing relationships with and negotiating business agreements with vendors and other service providers; preparing and managing project and operating budgets; contributing to product research and development; establishing procedures, processes, tracking tools, and systems for the supply chain, quality assurance, and product delivery; hiring, training, and supervising a staff of 21, including two supervisors; planning and managing daily production schedules; analyzing all elements of production and business operations, including productivity, ergonomics, and expenditures; preparing financial statements and reports; forming strategic plans and incentives to continually improve performance; conducting employee performance reviews and implementing staff development plans; coordinating safety initiatives; and collaborating with other members of the leadership team to address ongoing market challenges and business growth.

**Customer Care/Maintenance Manager Grants Landscape Services, Inc. Springfield, OR (1996-2001)** - Identifying prospective and developing relationships with prospective customers to grow market share; communicating with existing customers to provide improved and additional services; preparing and presenting project estimates; planning project elements, timelines, and staffing for optimal workflow and service quality; initiating customer information, cost, transportation, and project tracking systems new to the industry and still in use today, because of their positive impact on profits; designing numerous business, maintenance, and inventory forms; providing technical advice to customers and staff on products, applications, safety, and effectiveness; trouble shooting various technical problems and customer concerns; and providing ongoing training and supervision of up to 25 crew members on an average of 175 weekly work orders.

**Assistant/Interim Production Manager, Evergreen Nursery, McMinnville, OR (1994-1995)**  
Receiving rapid advancement in recognition of leadership abilities upon sudden departure of the Production Manager; overseeing facilities, production, logistics, and a crew of 40 responsible for one million items in inventory; planning production activities, processes, schedules, and projects based on demand, business goals, staffing levels, and environmental considerations; establishing and maintaining tracking systems to improve quality and accuracy, contain costs, and provide better service to customers; and representing the company at trade shows and industry association meetings.

**Highlights of accomplishments:** Managing all elements of rapid growth (1000% sales increase in one year) of a company in the most challenging market conditions, while improving product quality and reducing shipping costs by 50%; improving the accuracy of project estimates to a cost variance of 1% on all jobs; and realize a goal of zero customer complaints in a base of 200+ customers.

**Additional experience:** More than seven years in various Customer Service, Operations, and Product Research positions in Garden Products, Landscape Services, Scientific Research, and Hospitality Organizations.

## **COMMUNITY/INTERNATIONAL ACTIVITIES**

- Volunteer and Board Member for Organizations such as Mt. Pisgah Arboretum, Eugene Tree Foundation, & Cascade Raptor Center, and various community fundraisers.
- Independent study in Sustainable Farming, Conservation, and Environmental Technology/Issues.
- Various international trips to explore indigenous cultures.