

George V. Preston | Innovation, Leadership, Growth

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PRESIDENT and CEO

Senior executive with proven track record of success for enhancing profitability through leadership, strategic business development, growing sales and maximizing positive customer relations. Competencies:

- Innovation
- Leadership
- Marketing and Sales Development
- Product Development
- Lean World Class Manufacturing
- Operations Management
- Customer Relations
- Business Restructuring
- Brand Management | Brand Positioning
- Medical Device
- P & L | Profit & Loss
- Turnaround
- Margin Enhancement
- Strategy | Strategic Planning
- Change Management
- Marketing and Sales Development
- Team Building | Coach | Mentor
- ISO 9001 | ISO 13485 | GMPs
- Vendor Management | Supply Chain
- Financial Analysis

PROFESSIONAL EXPERIENCE

AUDACIOUS *Innovation Design Growth*: Murrieta, CA **2018 –Present**
Partner in innovation consulting and CEO coaching

- Launched 2 product lines for B2C client projected to double sales in 2019
- Developed budgeting and resourcing model for healthcare client which increased bid closure

BARTCO LIGHTING: Huntington Beach, CA **2017- 2018**
Executive Vice President and General Manager

Implemented business processes to improve a family owned enterprise.

- Instituted processes in Lean Operations, Agile Management, Innovation, and Teamwork
- Built an Innovation Process for product ideation, pipeline prioritization and portfolio balancing
- Launched a new-to-the-industry technology, projected to add 14% to topline
- Instituted Lean manufacturing for scalability, reduced inventory by 50% and increased throughput by 20%

PERMLIGHT TECHNOLOGIES: Tustin, CA **2011- 2017**
President and CEO

Led a clean tech company with multiple sales channels.

- Choreographed Business Restructuring from loss to profitability
- Reengineered supply chain to Asia to reduce costs by 21%
- Established a new OEM channel to market and grew revenue by 80%

PHILIPS BURTON /BURTON MEDICAL: Chatsworth, CA **2009-2011**
President and CEO

Led a medical device company including FDA license, cGMPs, ISO 13485, manufacturing, sales management, key domestic healthcare distribution relationships and an international portfolio.

- Successfully executed exit strategy by selling Burton Medical to Philips, NV

- Grew business revenues by 20% and EBIT by 582% year over year through market segmentation initiatives, international emphasis, product innovation and cost reduction

HUBBELL, INC.: Orange, CT

2005-2009

Vice President and General Manager - Architectural Area Lighting, La Mirada, CA

Led an architectural lighting company as part of the Hubbell group, including one manufacturing plant with 150 employees, a sales management team and nine direct reports.

- Grew business 50% and \$18M in two years through targeted selling, key account attention, market segmentation, image projection, and innovation.
- Grew EBIT \$5M and 86% by lean transformation, leverage, and strategic pricing.
- Built high-performance cross-functional team
- Reinvigorated innovation planning to yield \$2.5M business impact through new design focus and portfolio approach, including new-to-industry technology.
- Implemented lean manufacturing: reduced lead time 37% while improving on-time to 92%.
- Installed the SAP ERP system with minimal customer disruption.

LIGHTING FOR HUMAN HEALTH, Belden, MS

2004-2005

President and CEO

Established small business that sold germicidal, air purification equipment for residential applications.

- Successfully developed new-to-industry residential air treatment equipment.
- Developed contract manufacturing sources.
- Crafted a web site with integral e-commerce and executed a regional marketing campaign.

GENLYTE, Louisville, KY

2000-2004

Vice President and General Manager - Day-Brite Lighting, Tupelo, MS

Directed a \$200M division of the Genlyte Corporation, with autonomous P&L responsibility including three manufacturing plants and five distribution centers with over 1000 employees and managed an independent rep selling network.

- Overhauled the sales network to drive brand presence, resulting in three points of increased market share and 28% e-commerce penetration. Closed over \$100 million in contracts with Wal*Mart.
- Created an innovation methodology that resulted in over \$1.2B in new product sales over 10 years.
- Pioneered velocity as a strategy, improving order to cash cycle; leveraging the supply chain to yield 20% inventory reduction and improved customer order fill rates by 350 BP.
- Implemented lean business transformation including agile automation

EDUCATION

M.B.A., Fairleigh Dickenson University, Madison, NJ

B.S., Physics, Bucknell University, Lewisburg, PA (National Merit Scholar)

PROFESSIONAL DEVELOPMENT

Patents and Publications:

Innovation as a Profit Center, LinkedIn, 2019

“Sustainable Outdoor Lighting”, The Construction Specifier

Further Applications of Energy Saving Lamps, 17th World Energy Engineering Congress (WEEC)

Lighting Systems that Promise Energy Efficiency, Fluorescent Systems Technology, WEEC

An Energy Saving T- 10 Rapid Start Fluorescent Lamp, *Journal of the IES*

Evaluation and Characterization of Ultrasonic Transducers, Argonne National Laboratory

Fluorescent Sunlamp Having Controlled Ultraviolet Output – 4,524,299

Ellipsoidal Slot Light – 5,921,666

Wall Illuminating Light Fixture - 6,174,069

Finite Element and Multi-Distribution LED Luminaire – 7,631,985