

## ROBERT E. CANNON

### CONSULTANT

#### *History of enhancing performance and profitability*

Bob has a proven track record of helping organizations focus on product and marketing strategies that satisfy a need and a Decision-Making process that supports continuous change. He is a thoughtful, experienced, credible advisor...you feel 'rock solid' with respect to what he knows and how to apply it to businesses...serious but with a great sense of humor, and an ability to mix the two so that his message can be effective. Very thorough and analytic in his approach...Bob seeks and uncovers all relevant pieces (facts, information, views, etc.) and so maximizes opportunities and options. Knows the customer perspective and, coupled with his experience, clearly sees multiple perspectives. *Core competencies include:*

**Decision-Making and Leadership / Sales and Marketing / Strategic Planning/Product Life Cycle/  
Change Management / New Business Development / Strategic Partnerships and Alliances /  
New Product Evaluation & Marketing / Business Realignment**

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### PROFESSIONAL ACHIEVEMENTS

Cannon Advantage – Burton, OH

2001 to present

Management Consultant helping visionary leaders and business decision-makers enhance performance and profitability in their organizations.

Professional member of the National Speakers Association with a track record of successful presentations including keynote presentations, workshops, seminars, retreats or training programs. Current programs include Product Life Cycle Training and 1 Sigma Decisions in a 6 Sigma World.

Certified Management Consultant (CMC) by the Institute of Management Consultants, Certified Solutions Provider by Virtual CEO® and Certified in Appreciative Inquiry: Igniting Positive Change in Business & Society 2003 by Weatherhead School of Management at CASE.

Author, “**Taking Aim for Better Decision-Making**”

Contributing Author, “**Masterpieces in Health Care Leadership**”

MERITOOL - Chagrin Falls, OH

1997 to 2001

*(International manufacturer of ergonomically enhanced hand and power tools)*

#### **Executive Vice President / Chief Operating Officer**

Senior Executive charged with full P&L responsibility, corporate vision, strategic planning, manufacturing operations, market research and analysis, new business development, product line enhancement, sales and marketing, project management, warranty program administration, management of facilities throughout U.S. and Europe, as well as a myriad of business activities. Guide and mentor a staff of 19 engineers, sales and support personnel.

#### **Achievements:**

- **Initiated relationships with Atlas Copco and Milwaukee Electric Tool Company resulting in development of a new line of battery powered caulking guns. *Negotiated 4 year contract with Milwaukee Electric Tool Company; retail value is \$17 million.***
- **Challenged to enhance existing stamping technology and developed a commercially successful new product. Created a line of miniature pliers. *Negotiated an opening order with Channellock, Inc. for 50,000+ units with retail value of \$2 million.***
- **Orchestrated launch and nurtured growth of Quicklink and EssexPak applicator business which yielded over \$12.5 million in revenues.**
- **Introduced several operational improvements including implementation of new quality control system, cellular manufacturing, new power tool assembly line and formalized production scheduling system.**
- **Needed to discover method to instill confidence in our capabilities as a provider of product solutions. *Captured 2 key accounts: Channellock and Milwaukee Electric and continue to grow business with Gurit-Essex.***

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Office: (216) 408-9495 ♦ Home: (440) 834-1052

[www.decision-makingtoday.com](http://www.decision-makingtoday.com) ♦ [www.CannonAdvantage.com](http://www.CannonAdvantage.com) ♦ [www.marketingnewproduct.com](http://www.marketingnewproduct.com)

CHANNELLOCK, INC. - Meadville, PA  
(International hand tool company)

1986 to 1997

### **Vice President of Sales and Marketing**

Directed sales initiatives of 17 independent sales agencies, all in-house accounts and efforts of 6-person customer service group, 2-person marketing department, an advertising executive and 2 electronic data interchange specialists. Appointed to Board of Directors.

#### **Achievements:**

- **Established new distribution channels with Home Centers, Warehouse Clubs and Direct which increased unit sales 60% in 10-year period.**
- **Challenged to create a highly effective advertising program. Seized a larger audience and created a higher program awareness with distributor, retail customers and end-users.**
- **Doubled order entry capacity and slashed processing time; concurrently reduced per-order costs 40% through introduction of MRP and EDI procedures.**
- **Redirected advertising program from agency to in-house, from trade to consumer advertising and from print to television which greatly affected bottom-line sales.**
- **Introduced and directed highly successful "Busch Grand National Championship" program with Steve Grissom Motorsports and "Nascar Supertruck" and "World of Outlaws" programs with Sammy Swindell.**

#### **Additional Accomplishments Include:**

- **Author of "Taking Aim for Better Decision-Making" and contributing author of "Masterpieces in Health Care Leadership."**
- **Co-founded an e-commerce business -ToolSource.com in 1995. Designed and launched aggressive marketing plan, devised business strategies and product hierarchy. Managed start-up team.**
- **Increased revenues at Tencon division of Gannett from \$14 million to \$21 million in less than 3 years.**
- **Accelerated profitability at AMF Wheel Goods from 3.9% in 1979 to 7.7% in 1981 on sales of \$80 million in an increasingly tightening market.**
- **Hold United States Patent Number 4,238,871.**

**Masters, Business Administration**  
Gannon University - Erie, PA  
**Bachelor of Arts, Business Administration**  
Grove City College - Grove City,

#### **PARTIAL LIST OF PUBLICATIONS & PRESENTATIONS**

- "1 Sigma Decisions in a Six Sigma World: Taking Aim to fix your Decision-Making" Presenter 2004 Institute of Management Consultants Conference
- "Product Life Cycle" MRO Today, Dec 2003 – Jan 2004
- "Viewpoint" World Business Academy, October 15, 2003
- "E-Commerce Solutions - Make Your Customer's Shopping Experience Truly Satisfying" Seminar Moderator and Presenter, 2000 International Hardware Week
- "Hardlines E-Commerce: Is it Working?" Seminar Moderator and Presenter, 1999 International Hardware Week

#### **PROFESSIONAL APPOINTMENTS**

**Certified Management Consultant** – Institute of Management Consultants  
**Past - Board of Directors** - CHANNELLOCK, INC.  
**Past Co-Chairman of Hardware Industry Week Committee** - HAND TOOLS INSTITUTE  
**Vice Chairman of Consumer Section of Marketing Trends Committee** - HAND TOOLS INSTITUTE  
**Past President and Co-Founder** - WHEEL GOODS MANAGEMENT CLUB  
**Past President** - TALON MANAGEMENT CLUB  
**Past Chairman of Statistical Committee** - SLIDE FASTENER ASSOCIATION

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