

DAVID M. WINCHELL

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Operations and Supply Chain Executive

An Operations Executive focusing on supply chain and distribution management, technology integration, and business process improvement. Broad expertise crossing multiple business disciplines. Fits well in organizations having a geographically dispersed workforce, suppliers, or clients. Skills are most applicable where systems, procedures, and personnel changes are planned, and organized project management, clear communications, interdepartmental cooperation and disciplined performance are paramount.

- Grew dealer network from 18 dealers to 156 dealers, plus an e-commerce platform.
- Reduced A/R by \$750,000 through procedural improvements available via ERP system implementation.
- Brought division from below break-even to 6% ROS, and supported a growth from 80 to 250 franchise units and 300% growth in orders with approximately 20% staff growth.
- Implemented metrics for order processing, driving daily completion rate from 65% to 99%+.

SPECIALTIES

Supply chain, warehousing, distribution	IT Governance	ERP, WMS, and Process Control Systems	Process improvement and measurement
International sourcing and product planning	Operational accounting and controls	Company planning and project management	Multi-unit corporate and field support

PROFESSIONAL EXPERIENCE

Winchell Business Partners, LLC, Acworth, Georgia— *Founder and Principal* **2002—Present**

Executive consultancy focused technology integration and optimization, accounting, production management, and business process improvement. Helps organizations succeed during periods of change. Partial list of organizations served includes:

- Process Partners LLC
- NW Metro Atlanta Habitat for Humanity
- Ravenel New Media Consulting
- Litchfield Research
- Brain Injury Resource Foundation
- Power Industry Consultants

Chung Shi North America, Acworth, Georgia— *Distributor & President, North American Ops* *[Operated under above Winchell Business Partners, LLC].*

2010—Present

With consulting practice as a platform, used experience in technology, warehousing and distribution, and franchise systems to operate and grow North America for a German-based footwear company. Chung Shi is a healthy brand carried in comfort footwear and pedorthic settings and in selected e-commerce accounts. Developed B2B and B2C channel strategies. Developed sales force, business processes, marketing, and collateral material. Organized product fulfillment from remote international warehouse locations.

Foot Solutions, Inc., Marietta, Georgia— *Senior Vice President* **2004-2010**

Franchisor and product fulfillment division for Foot Solutions retail foot care centers, operating 250+ units worldwide. P&L responsibility for division and overall corporate services, including Technologies (ERP, WMS, E-commerce), Accounting Operations (Customer Service, Order fulfillment, Purchasing), and Sourcing and Distribution. Worked with suppliers in Germany, Austria, Netherlands, China, Viet Nam, and Australia, eliminating middlemen in the supply chain.

**PIC Energy Group, Marietta, Georgia—Senior Vice President
1999-2002**

Power Industry Consultants (PIC) provides staffing services to the energy industry, offering consultants for over 2,500 projects in 75 countries. Led the functions of Information Technology, Accounting, Human Resources, and Facilities. Executed the upgrade of the ERP system. Managed the rewrite of the internally-written business management system. Total corporate budget managed was approximately \$60 million.

**Payless ShoeSource, Inc., Topeka, Kansas—Group Manager Data Center & Network Ops
1986-1999**

America's largest footwear retailer, with 4,400+ stores \$3 billion in annual sales. Responsibilities included management of mainframe operations, network engineering support for over 1,500 employees in 11 offices, and support of a distribution center process control system shipping over 200 million units annually.

**NewAmerica Technologies Corporation, Omaha, Nebraska—Founder and Principal
1983-1986**

NewAmerica Technologies was a reseller of microcomputers, software, and associated products, and a custom software development firm. Also provided support services for government installations and private concerns, introduced innovative software products to the new PC market, and published among the first e-magazines.

**Blue Cross and Blue Shield of Nebraska, Omaha, Nebraska
1971-1983**

Systems and Methods Analyst

Data Center Manager

Vice President Information Services

EDUCATION

University of Nebraska: **B.A.** —Pre-Law, College of Arts & Sciences

University of Nebraska: **M.B.A.**—Business Administration

COMMUNITY SERVICE

Habitat for Humanity Chairperson of Family Selection Committee for 3 counties—8 years

Participated as construction crew leader and applicant interviewer—14 years

Church Council President, Vice President, and Chairperson Strategic Planning—8 years

Coached Girls Fast Pitch Softball

Eagle Scout and Adult Scouting Leader