



TIM BRANDS

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IDEAL OPPORTUNITIES

Lead and Champion **Digital** { Customer Experiences
Supply Chains
Transformations }

Enabled through **Data and Analytics** { Readiness
Assets
Technology }

IDEAL ROLES

Chief Data Officer / Chief Analytics Officer
Chief Digital Officer / Chief Information Officer

IDEAL COMPANIES

B2B or B2B2C business model, ideally running on EOS
Revenues of \$10B - \$50B
Employee or privately-owned
Minneapolis/St. Paul-based (or, Midwest for remote/hybrid)
Senior level leadership role for data and analytics

MY UNIQUE ABILITY®

I help action-oriented **leaders** achieve their goals.
I create **clarity** by seeing complex situations simply.
I create **confidence** by visualizing a preferred future quickly.
I provide **leadership** by maximizing opportunities fully.

STRENGTHSFINDER®

- I am **deliberative**, intentional, and purposeful.
- I accept **responsibility** and own my goals and results.
- I build incrementally with the **strategic** end in mind.
- When things go wrong, I **restore** order out of the chaos.
- I am a **maximizer** of people, processes, data & technology.

KOLBE® (6-8-3-2)

- I **explain** things in enough detail and in language for executives to have confidence, and also communicate with team members in a way that builds credibility.
- I **systematize** things that work and fix things that don't in order to provide predictability.
- When things break, I quickly **stabilize** the chaos.
- I do everything within an **imagined**, preferred future.

PROFESSIONAL FEEDBACK

- "Tim's work was a game-changer for our business." CEO
- "I love working with Tim because he does so many things for me that I don't have to do." Director
- "Tim sees complexity simply." Employee
- "Tim sees things before others do." CEO
- "Tim's multi-disciplinary approach is comprehensive and doesn't leave things to chance." Director
- "Tim's communication style bridged the gap between our business teams and IT." Vice President

ACCOMPLISHMENTS

- Hiring, coaching, and developing people and teams for 23 years, during which time I have:
 - **Created** teams from scratch
 - **Assumed** management of teams
 - **Reshaped** and led teams in a complex matrix
 - **Salvaged** poor performing teams
 - Been recruited by leadership to help **redesign** an entire corporate function with 400+ people
- Nominated for corporate **Breakthrough Award** for team solution that predicts labor shortages and recommends optimal production staffing. Solution was deployed in the first 7 of 60 facilities with \$21M in income generation and \$1.2M in cost reduction in the first year.
- Led the incubation and innovation to create a consistent and modern data architecture and high-quality, reusable data assets through a data fabric architecture that has become the **target architecture** a global corporation.
- Led **digital transformations**, including implementing a new integrated suite of customer-facing and internal applications providing new products, services, and capabilities while eliminating 50% of monthly labor hours required to service 2,000 customer accounts.
- Assumed leadership of a highly-leveraged company and executed a **successful turnaround**, improving net profits by 8.5 percentage points, reducing borrowed funds to cover operating expenses by 40%, and hitting 7-year bests in several operating metrics within the first 12 months.
- Decreased **employee turnover** 50% by creating a unique process for recruiting, coaching, and aligning team members around shared purpose, core values, one-year plan, quarterly rocks, and scorecards.
- Helped increase **revenue** 32% by reducing customer churn, improving customer support **efficiency**, cutting 15,000 labor hours annually, and increasing first-call resolution by providing all relevant customer data to customer service representatives in the call center.
- Strategic Customer Value initiative drove visibility into \$56MM in quantified **value**, increasing **customer retention** to 100% one year after losing 30% of recurring revenue.
- Managed a **collaborative initiative** across 4 state agencies to link 120 million records of data for improved **educational and workforce outcomes**. This project and system received industry recognition for its **innovative** and **cost-effective** approach.
- Advisor to clients' **Boards of Directors** and **Senior Leadership Teams** due to strategic thinking, business acumen, and data and technology expertise.