

Mac Martirosian

Board Member at Alpha Insulation & Waterproofing

mmartirosian@yahoo.com

Summary

Senior level general management executive with successful history of maximizing organizational effectiveness, profit and cash flow both domestically and internationally. Background includes leading global mergers and acquisitions, international business turnaround, strategic sales management, creating innovative marketing tools and converting franchise operations to company-owned. Officer and Board level experience in finance, operations, sales and marketing. Acknowledged by business leaders as the “go to guy”. Driven by three core values: Delight the Customer, Develop the Associate, and Deliver the Plan. Bachelor of Science degree in Public Accountancy from Long Island University. Certified Public Accountant. Board of Trustees and Member of the Executive Committee at the Center for the Visually Impaired. EXPERIENCE · Over thirty five years of diverse executive experience · Demonstrated successes in finance, business development and operations · Domestic and international experience in difficult markets and turnarounds · Proven expertise in implementing large account management programs. · Implementing and negotiating internal and external corporate change

Specialties

Finance, Business Development, Strategic Planning and Execution, Customer Service, Mergers & Acquisitions, International Operations, General Management

Experience

Board Member at Alpha Insulation & Waterproofing

May 2012 - Present (3 years 1 month)

With over a quarter-century of experience in commercial insulation, waterproofing, spray fireproofing, spray foam insulation, and restoration, Alpha has served as the benchmark for excellence, peerless quality, and unmatched service. The Company has steadily grown to 9 regional offices — Atlanta, Austin, Birmingham, Charlotte, Dallas/Ft. Worth, Houston, Nashville, Orlando, and San Antonio serving the entire Southeast and South Central U.S. markets.

Managing Director at MThree Advisory Services, LLC

March 2009 - Present (6 years 3 months)

Advisory Services, Investment Banking and Professional Speaking

3 recommendations available upon request

Division Manager Sales, South (General Management Role) at The Home Depot

February 2008 - October 2008 (9 months)

Directed all sales, operations, marketing, P&L and interacted with installation management. Directed nine professionals for eight branches, serving 588 stores with \$180 million in revenue and \$20 million in profits. Reported to the Business Unit President.

1 recommendation available upon request

Director of Field Operations, East (Chief Operating Officer Role) at The Home Depot--Home Services
December 2006 - January 2008 (1 year 2 months)

General Manager with full P&L responsibility, reporting to the Business Unit President. Led seven direct reports for the sale and installation of roofing, siding, windows and ancillary products, accounting for \$300 million in sales and \$56 million in profits. • Served on the Senior Leadership Team that developed new strategies and business concepts which increased sales and profits. • Implemented new program roll outs that capture new market share which resulted in +24% lift in weekly sales of windows. • Designed and implemented Customer Service Principles that increased satisfaction ratings across all three product lines by 2+ points, on a scale of 1-10. • Developed an internet advertising campaign that generated cost effective appointments, and sales of \$21million. • Established Field Marketing program in Atlanta that generated \$1.8 million in incremental sales, cost effectively.

1 recommendation available upon request

Director of Finance (Subsidiary CFO) at The Home Depot At-Home Services, Inc.

November 2004 - December 2006 (2 years 2 months)

Responsible for all aspects of the company's financial reporting, as a separate legal entity, through a staff of 30+ Associates, reporting to the Business Unit President. • Successfully integrated a window sales and installation company in 90 days. • Increased profitability through gross margin improvement, reduced A/R write-offs, introduced alternative financing channels and tightened controls over expenditures. *

Negotiated successfully, leases for 28 branch and 50+ warehouse locations across the US, resulting in favorable leasing terms and increased cash flows.

Executive Vice President--Pacific Rim Operations at PRG-SCHULTZ INTERNATIONAL

January 2002 - December 2003 (2 years)

General Manager with full P&L responsibility. • Led turn around of troubled markets in a region that had significant future growth potential, in Asia, the Pacific, Japan and South Africa. • Delivered and executed strategic initiatives that increased revenue, improved operational efficiencies and drove profit growth. • Implemented leading technology solutions that improved operational effectiveness by reducing cycle times between 25% and 50%, which resulted in improved DSO and reduced payrolls. • Enhanced EBITDA by \$2.4 million, reversing from losses in prior years, by increasing revenues and reducing operating costs. • Increased revenues by \$1.6 million through existing as well as new revenue channels. • Developed business plan, obtained funding, launched business operations in Japan, a new international market, followed by business development activities with local sales professional, resulting in two new clients, Toys R Us and Seiyu/Wal-Mart.

2 recommendations available upon request

Executive Vice President – Strategic Planning and Development at PRG-SCHULTZ INTERNATIONAL

January 2002 - November 2002 (11 months)

In the newly combined company, was responsible for converting key elements of strategies into reality. Successfully led post-merger integration activities. Established a program management office to implement Company's strategies. • Negotiated buyout of British Airways' interest in PRG-Schultz joint venture; established a separate division with projected revenues of \$6 million in 2003, and \$8 million in 2004. • Led project to determine correct staffing levels on client projects, optimizing revenue and profitability.

Senior Vice President & Group Managing Director at Howard Schultz & Associates International

January 1996 - December 2001 (6 years)

Officer of the company, reporting to the Chairman & CEO of HS&A, initially recruited to establish national sales and marketing program from the ground up. After successful implementation, assumed leadership position as general manager, opening Asian market and restructuring and growing operations in Australia and Mexico. • Changed business models from franchise operations to company-owned centralized operations that increased revenues \$20 million (18%) in three years. • Hired, trained and motivated new C-level connected sales and marketing professionals, increasing client acquisition rates by 20% and retention rates by 40%. • Personally sold and retained contracts with major clients such as The Home Depot, Coles Myer Limited (Australia), Dairy Farm (Hong Kong), Gigante (Mexico) and British Airways. • Identified exit strategy for sale of HS&A to PRG for \$150 million. Sole HS&A representative who led pre-merger activity with Bain & Company

Vice President, Operations at AMRE, Inc.

January 1989 - August 1995 (6 years 8 months)

Officer of the company, reporting to the Chairman & CEO. Directed manufacturing, purchasing, business process re-engineering, information technology and field incentive compensation. Launched \$50 million product line with fully integrated sales and support systems. • Designed and implemented effective operation and financial controls and multi-branch transaction automation that reduced operating expenses by \$1.6 million per annum. • Launched Quality Every Day initiative nationally, critical to success of license agreement with SEARS that increased customer satisfaction index by 15%. • Established business policies, and ensured implementation and compliance.

I recommendation available upon request

Chief Financial Officer at AMRE, Inc.

October 1989 - October 1990 (1 year 1 month)

Officer of the company, reporting to the Chairman & CEO.

Vice President, Finance and Corporate Secretary at Flexible Computer Corporation

July 1987 - November 1988 (1 year 5 months)

Officer of the company, reporting to the Chairman & CEO

Senior Manager at Price Waterhouse

June 1976 - July 1988 (12 years 2 months)

Four years in the Audit group in New York and then Eight years in the Management Consulting Services practice in Dallas.

I recommendation available upon request

Certifications

Certified Public Accountant, State of Texas

State of Texas License 023847

Volunteer Experience

Board Member and Chairman of the Enterprise Task Force at Center for the Visually Impaired

June 2003 - May 2012 (9 years)

Held various roles, including Chairman of the Finance Committee and most notably Founding Chair of ClearAnswer, a for-profit contact center, employing visually impaired and blind call agents.

Chairman, Henderson Society at Center for the Visually Impaired

July 2012 - June 2013 (1 year)

Fundraising with major individual donors who qualify for inclusion in the Henderson Society http://www.cviga.org/get_involved/.

Organizations

The indus Entrepreneurs (TiE Global)

Charter Member and Chairman, TiECON Southeast 2012

January 2009 to April 2013

Languages

Farsi

Armenian

Skills & Expertise

Mergers

Strategic Planning

International Operations

Due Diligence

Restructuring

Change Management

Business Strategy

Divestitures

Start-ups

Sales Management
Operations Management
Team Leadership
New Business Development
Acquisition Integration
Organizational Development
Customer Service
International Sales
Management Consulting

Education

Long Island University

BS, Finance and Accounting, 1972 - 1976

Activities and Societies: Delta Mu Delta Honors Society, Top Honors, School of Business and School of Professional Accountancy

LIU Post

BS, Professional Accountancy, 1972 - 1976

Interests

Professional Speaking, Problem Solving, Networking, Investing

Mac Martirosian

Board Member at Alpha Insulation & Waterproofing

mmartirosian@yahoo.com



9 people have recommended Mac

"Mac chaired an Enterprise Task Force with the Center for the Visually Impaired of which I was a member. Mac demonstrated a great combination of visionary leadership and driving the group to results. He eloquently laid out the vision for the group and executed the committee's charge with discipline and focus. Mac also led by example by being out in front of tasks that he was asking other committee members to do. His vision continues to serve as the foundation for the Task Force well beyond his term as chairman which is a further testament to his leadership."

— **Bryan Alli**, *Board of Trustees, Center for the Visually Impaired*, worked directly with Mac at Center for the Visually Impaired

"MThree Advisory was engaged in a financial advisory role to secure working capital to fuel our Company's growth. Utilizing his network of contacts in Atlanta, Mac made personal introductions and directed our effort to develop a pitch deck, one sheet, and other salient presentation material for fund raising. He has had a positive influence on our senior management team, providing insight on strategic direction and positively disrupting our status quo. Mac has a credible background in finance and general management and his network of contacts are a significant asset to clients like us who can use the services of an experienced, well connected senior executive."

— **Ardi Batmanghelidj**, was Mac's client

"Mac is an excellent presenter. High energy, immediately connects with the audience and presents topics that are timely and relevant with real life anecdotes to support the message. I would recommend Mac as a presenter or facilitator to an intact team or group that wants to experience a dynamic and personable speaker that aligns his content to the audience's needs."

— **Barbara Blevens**, *Vice President, Talent Acquisition, Turner Broadcasting System, Inc.*, was with another company when working with Mac at M Three Advisory

"Mac was a pleasure to work with. He has the ability to communicate a vision and a plan for the entire organization then manage the details to ensure its success. He is always prepared, focused and positive. Mac has a tremendous eye for talent and gives each team member the independence and tools necessary to

succeed. I would recommend Mac without any reservation to any leadership position and would gladly work with Mac again. Jose' Santana"

— **Jose Santana**, *Sales Manager, Home Depot At Home Services*, worked indirectly for Mac at The Home Depot

"I've had the pleasure of meeting Mac in person, and been on the receiving end of companywide initiatives that demonstrate a consistent and genuine concern for our associates and customers. His thorough dedication to all levels of the business, from the daily activities of the sales team to the decisions that drive the entire company, is readily apparent."

— **Danya Mahota**, *Sales Manager, Home Depot Home Services*, worked indirectly for Mac at The Home Depot--Home Services

"- Mac supported us well in the merger integration exercise. His guidance and leadership helped to integrate the two companies on a synergistic course towards greater efficiency. - He understands the Asia business culture and supported us with good programs/know how from the US. - He travelled to Asia frequently. His pragmatic approach enabled him to connect with the key customers in Asia."

— **Michael Lee**, *Managing Director (Asia), PRG-Schultz*, reported to Mac at PRG-Schultz International

"Mac is assertive and good in identifying business opportunities, ways to improve processes, and make things happen. In short he is very sensible with great communication skills and leadership. I can tell that his honesty, hardworking, openness, total commitment to team goals, criticism, pragmatism and a lot more strengths make him someone you like to have along yourself in pursuing your own goals."

— **Fernando Cantu**, reported to Mac at PRG-Schultz International

"As CIO, I was part of Mac's operational Team. Mac's vision was to replace disparate reporting systems with a single Executive Information System, linking the entire business process, lead generation to cash receipt, seamlessly, across 62 offices in North America. Over a 2-year period, we successfully collaborated in designing, building, and implementing this custom operational reporting tool."

— **Bob Newsbaum**, *Partner, IBM*, reported to Mac at AMRE, Inc.

"As a young project leader at Price Waterhouse, Mac had a passion for reading and applying technical material and in delivering outstanding client service. He encouraged SEC research, to ensure that clients were meeting all reporting compliance matters. He was insistent on delighting clients by managing projects which were complete and timely and took pride in the accomplishments of his Team."

— **Dennis Gish**, *Chief Financial Officer, Kissinger Associates, Inc.*, worked directly with Mac at Price Waterhouse

Contact Mac on LinkedIn