



Chief Operating Officer

Areas of Expertise

Strategic Planning
Leadership
Operations
Process Improvement
Marketing & Social Media

Industries

Healthcare
Business Services
E-Commerce & Fulfillment
Technology
Manufacturing
Logistics & Supply Chain
Hospitality

Positions Held

President

Pitlane Strategies LLC

Vice President of Operations

Total Sleep Diagnostics, Inc.

Chief Operating Officer

Health Care Equipment Specialty, Inc.

Chief Operating Officer

Business Access LLC

Managing Director (CEO) Europe

PFSweb, Inc.

Vice President

Daisytek International Corporation

Education

Graduate Marketing Certificate
SMU Cox School of Business

Masters of Business Administration
Rutgers Business School

Bachelors, Rutgers University

Professional Experience and Successes

Leadership:

- Part of an executive management team that grew a business from \$20M to \$1.5B in nine years.
- Built a start-up to a \$38M business in one year.
- Turned around failing markets in Austin and Houston by 45% and 28% respectively.
- Successfully started and built companies in five countries, and recruited and mentored staff with diverse backgrounds and skills.
- Expatriate experience in The Netherlands, Belgium, Canada, Mexico and Singapore.

Operations:

- Saved \$103K annually in logistics expenses.
- Generated 200% increase in productivity.
- Converted 40% more referrals into completed sleep studies at a conversion ratio of 77%.
- Reduced negative inventory adjustments 68%.
- Achieved 33% increase in on time manufacturing.
- Reduced lead times 50%.
- Built multiple warehouses and automated distribution centers.

Customer Service:

- Attained 145% improvement in customer renewal and retention.
- Reduced Average Speed to Answer 26% in customer call center.
- Increased customer contacts 158%.
- Increased average monthly usage 66%.
- Raised client success rate 130%.
- Achieved high rankings on social media sites with positive customer reviews

Strategic Marketing:

- Delivered a \$50M deal pipeline cultivated from more than 375 leads generated.
- 2,500 new customers registered with major outbound call campaign.
- Exceeded annual lead goal by 20% while operating under cost budget by 10%.
- 36% annual growth due to leads generated and closed.
- 5,000 sales leads generated by creating and developing outbound telesales lead generation group and account management team.

Contact Information

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