

Lindsley Medlin

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CHIEF OPERATING OFFICER

Strategic Business Unit Execution

Cross Functional Collaboration

I've been called "The Cleaner" because I solve problems and take challenges head on. I'm a leader and the voice of reason in complex, chaotic and high-growth environments. My passion is helping small & mid-sized companies grow and increase profits by building teams and mentoring people. Former small business owner.

- ✓ **Integrated Global Operations**
- ✓ **Social Media & Marketing**
- ✓ **Distribution, Supply Chain & Logistics**
- ✓ **Manufacturing & Inventory Control**
- ✓ **Cross Cultural Mentoring & Development**
- ✓ **Budgeting and P&L Management**
- ✓ **Small & Medium Business Operations**
- ✓ **Strategic Business Planning & Execution**
- ✓ **Complex Change Management**
- ✓ **Productivity & Performance Metrics**

EXECUTIVE MILESTONES

- Helped organically build a business from \$20M to \$1.5B in nine years.
- Built a European start-up subsidiary to a \$38M run rate operating business in one year.
- Reduced manufacturing lead times 50% by increasing productivity 200%.
- Grew post acquisition business revenues 4% from prior year decline of 16%.
- Started subsidiary operations in Canada, Mexico, Singapore, The Netherlands and Belgium.

PROFESSIONAL EXPERIENCE

Pitlane Strategies LLC, Bridgewater, NJ

2012 - Present

*Fractional COO and consulting services to small & mid-sized businesses
K&K Chemical Company | Joseph Noble | Excalibur Cleaning Supplies*

Founder | Consultant | Fractional COO

- Saved multiple clients \$100k or more annually by reducing expenses
- Opened new client markets by launching new brand

Pitlane Bar & Grill LLC, McKinney, TX

2015 - 2017

Small business owner of local bar and pizza restaurant

Owner

- Grew post acquisition revenues 4% from prior year decline of 16%
- Achieved high rankings on social media sites with positive customer reviews
- Supported local families and community members in need

Total Sleep Diagnostics, Irving, TX

2011

Privately held provider of diagnostic testing and treatment of sleep disordered breathing

Vice President of Operations

- Converted 40% more referrals into completed sleep studies (conversion ratio of 77%)
- Achieved 110% performance vs. budget for Durable Medical Equipment (DME)
- Delivered 21% increase in DME set-ups
- Turned around failing markets in Austin and Houston by 45% and 28% respectively

Health Care Equipment Specialty, Inc., Wichita Falls, TX **2009 - 2010**
Privately held manufacturer & distributor of dental equipment and cabinets

Chief Operating Officer

- Saved \$103K annually in logistics expenses by hiring drivers and purchasing fleet vehicles
- Generated 200% increase in technician productivity
- Achieved 33% increase in on time manufacturing operations with efficiency and productivity
- Reduced negative inventory adjustments 68% through improved inventory management
- Reduced lead times 50% by improving manufacturing planning and production scheduling

Business Access LLC, Dallas, TX **2006 - 2008**
Privately held provider of online vocational skills training to state and local workforce agencies

Chief Operating Officer

- Delivered 130% increase in customer success rate through outbound contact program
- Generated 158% increase in customer contacts
- Achieved 66% increase in average monthly customer usage
- Saved 15% in health insurance costs by reducing rates at renewal

Trinity Workplace Learning, Carrollton, TX **2004 - 2005**
A \$50M provider of critical skills training and certification via satellite, online & traditional media

Director of Operations

- Attained 145% improvement in customer renewal and retention
- Registered 2,500 new customers with major outbound call campaign
- Generated 5,000 leads with outbound lead generation and account management team

Esquire Deposition Services, New York, NY **2003**
A \$157M provider of court reporters, video depositions and document scanning

General Manager

- Led 40+ staff in all areas of operations
- Created daily sales, production tracking, and management reporting systems
- Implemented operations and staff changes to improve quality and customer service

PFSweb Inc., Plano, TX **1998 - 2002**
A \$100M provider of supply chain management solutions handling \$1B in client transactions

Vice President of Marketing | Managing Director (CEO) – Europe

Prior Work Experience:

Daisytek International Corporation, Allen, TX
A \$1.5B wholesale distributor and distribution operations provider

Marketing Manager | Director of Operations | Vice President of Marketing

EDUCATION

- **Graduate Marketing Certificate** - *SMU Cox School of Business*
- **Master of Business Administration (MBA)** - *Rutgers Business School*
- **Bachelors (BA) Economics** - *Rutgers University*
- **Certified Blockchain Professional™** - *International Institute of Executive Careers (IIEC)*