

## FRANK N. VIGNIERI

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### QUALIFICATIONS

- Eighteen years of B2B leadership experience and advancement into positions of increased responsibility
- Track record of value-added accomplishments in transport logistics and manufacturing
- Marketing and operations management experience
- Exceptional analytical, written and verbal communication skills
- Proven team leader and business problem solver
- Experience with process and procedure development to manage details and improve key performance levels
- Specialist in B2B, end-user focused marketing & market research
- Professional sales and negotiation experience

### EMPLOYMENT HISTORY

#### STEVENS WEST, INC.- Naperville, IL · 1998 to 2009

**General Manager** (Jan 2001-Nov 2009)

**Branch Manager** (Feb 1998-Dec 2000)

Managed all facets of this logistics services business headquartered in Evergreen, CO including operations, marketing and administration. Directed employee staffing & development; pricing; full P&L; budgeting; marketing & sales strategy; customer service; credit & collections procedures; sourcing information technologies; business financing; risk management; tax strategy. Joined as Branch Manager in 1998. Directed business development; freight brokering operations; branch P&L; qualifying carrier partners; promotion.

Accomplishments during tenure:

- Reorganized and grew this business by 132%. Developed a marketing strategy around a service niche and targeted ideal customers. Introduced market-based pricing and cost controls. These changes improved gross margins by 41% and increased average transaction fees by 64%.
- Created formal payment/collections policies and procedures that reduced days sales outstanding by over 50% and significantly increased cash flow.
- Developed a database of ideal shipper prospects that has consistently delivered new business since 1998.
- Eight year success record with search engine website marketing to freight shippers and motor carriers.
- Built an in-house software program to e-market our services to customers, prospects and vendors.
- Introduced operations process standards which significantly improved service consistency and minimized risk.
- Created a motor carrier qualifying program to build carrier capacity and improve performance.
- Redesigned and wrote the content of the company website **stevenswest.com** in 2005.
- Sourced new logistics enterprise software and server for greater operating efficiency and reporting capability.
- Researched and rolled out new health & retirement benefit programs.
- As Branch Manager, I opened and grew Chicago branch sales from **zero to \$500,000** in three years.

#### ITW BUILDEX (division of Illinois Tool Works)- Itasca, IL · 1991 to 1998

**Market Manager- Metal Building Market- \$25 million revenue** (1997-1998)

**Product Manager- Tapcon and E-Z Ancor Product Lines- \$15 million revenue** (1995-1997)

**Product Manager- Roof Fastening Systems- \$14 million revenue** (1995-1995)

**Sales Representative, Roof Fastening Systems- Columbus, OH** (1991-1994)

Promoted three times during tenure. Headed various teams on product line development, extension & improvement. Directed end-user trade market development; pricing; promotion; inventory management; distribution channel analysis; inter-company sales; and, market research & development in Mexico. Received extensive training in trade focused marketing, lean manufacturing including Pareto (80/20) analysis, product line simplification and continuous improvement. Joined company as a Sales Representative selling productivity tools and fastener products to commercial roofing contractors and authorized distributors in five key metropolitan markets.

Accomplishments during tenure:

- Championed a trade focused strategy for a new Tapcon fastener market for the hurricane protection industry in South Florida creating two new products that added \$1 million in annual revenue.
- Lead cross-functional teams to research and develop three new commercial roofing trade products which generated over \$2 million annually combined.
- Devised a promotional campaign for two distribution channels to invigorate the venerable Tapcon fastener brand and increase channel sales by 18%.
- Assumed company leadership role in end-user, trade focused marketing. Conducted presentations at ITW inter-divisional training seminars on this topic.
- Reduced roofing product inventory costs by 15+% simplifying the product line and rationalizing SKU numbers.
- Recognized for outstanding sales achievement in 1994. Doubled sales territory revenue during tenure to \$2 million annually by creating demand at the end-user level and motivating distributors.

MIDWAY AIRLINES, INC.- Chicago, IL · 1984 to 1991

**District Marketing Manager- Columbus, OH (1988-1991)**

**Sales Representative- Minneapolis/St. Paul, MN (1987-1988)**

**Flight Service Representative- Chicago, IL (1984-1986)**

Joined in passenger service. Promoted in 1986 to sell services to corporate and travel agency sales accounts. Promoted to the marketing management team in 1988. Directed corporate travel contract negotiation with Fortune 500 companies; agency sales; consumer & agency marketing promotions. Received professional training in sales, negotiation and presentation skills.

Accomplishments during tenure:

- Negotiated travel contracts and bulk ticket purchases in the Columbus market worth \$850,000.
- Established a key promotional relationship with the Minnesota Twins baseball organization in 1987.

**EDUCATION & TRAINING**

CAPITAL UNIVERSITY- Columbus, OH · 1992 to 1993

**Bachelor of General Studies Degree**

Graduated with Honors. Alpha Chi Honor Society member

UNIVERSITY OF WISCONSIN- Madison, WI · 1979 to 1983

**Major:** Journalism

**Honors:** Dean's List, Phi Eta Sigma & Iron Cross Honor Society nominee

**Executive Education in the following areas:**

Financial Analysis; Cash Flow Management; Marketing-Research & Planning; Supply Chain Management; Statistics-Data Analysis & Modeling

**Professional Training:**

Marketing; Sales; Negotiation; Continuous Improvement; Pareto 80/20 Analysis; Product Line Simplification; Manufacturing Demand Management