

# Gregory L. Forté

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## SUMMARY

An Executive that leads and develops organizations to *drive strategic business growth and gain competitive advantage*. Leadership skills include enrolling key decision makers in the vision, identifying the strategy, collaborating with the team to execute the plan --a track record of accelerating customer and team growth.

### Areas of expertise include:

- **Collaboration** to build productive relationships with all levels of management in clients to achieve business goals.
- **Leading organizations** to increase results and improve productivity.
- **Change management** to identify new business models for growth.
- **Problem Solving** to accelerate business development.

## COMPETENCIES

**Strategic Leadership** – Providing strategic planning/direction as a board member and chairman of key organizations.

**Customer Development** - creating strong relationships with senior management in key clients.

**Business Development** - pioneering new models that deliver breakthrough results.

**Strategic Planning** - developing go to market plans to deliver business and organization objectives.

**Organization Design** - creating organization designs that deliver on business goals.

**Operations** - collaborating to deploy effective business plans and systems to drive results.

**Organization Development** - training organization to improve capability.

**Recruiting** - matching needs with capability to deliver business objectives.

**Sales Management** – selling clients at the CEO and Owner level down.

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## PROFESSIONAL EXPERIENCE

### GracefulBraids, LLC

**Director Of eCommerce – GracefulBraids, LLC**

2/16 - Present

**Job Scope:** Market product portfolio to create demand online.

- Strategic Planning to identify growth areas.
- Create online sales platform for products.
- Develop online marketing strategy and execution to drive sales.

### Pathfinder | Management Performance International (MPI)

10/13 – 1/16

**Director Of Consulting - Pathfinder | Management Performance International**

**Job Scope:** Develop clients, create training and enable organizations via capability development and organization effectiveness.

- Lead trainer for development and delivery of Management and Front-line Supervisor training.
- Prospecting - Open doors to potential clients for strategic consulting, organization development and training.

### National Underground Railroad Freedom Center

11/11 – 9/13

**Director - Development - Create fundraising plans, cultivate donors, secure gifts and balance the budget.**

- **Revenue:** Team delivered \$5.1M, including a \$175K surplus, the first time in 7 years revenue exceeded expenses.
- **Endowment:** Development increased endowment from \$1.5M to \$6.2M (413%) over a 15-month period.
- **Corporate Giving:** 114% versus target, **Board Giving:** 111% of target.
- **Fundraising Strategies:** Created an effective online campaign to cultivate current donor database to deliver online gifts.
- **Stewardship:** Created a process that dramatically improved the Freedom Center's stewardship process and reducing time for acknowledgements from months to within a week.
- **Merger:** Instrumental in Freedom Center's successful merger with Cincinnati Museum Center, led Development Team and consolidated operations; Team helped deliver \$1M in operations savings.

### The Procter & Gamble Company

4/77 – 1/09

**Associate Director – Central Operations, North America**

**Job Scope:** Organization development, strategic planning, developing new technologies to sell, operations, design, recruiting.

- **Productivity** – Created the vision and led execution for an initiative that delivered \$2 million in cost reductions based on time savings via improvements in the business planning process.
- **Business Plan Deployment** – Improved a business plan deployment tool which delivered over \$1 million in productivity savings.
- **Training** – Reduced training costs over \$200,000 by creating web based training for customer teams.
- **Improved Selling Executions** – Increased customer self-service via web-based selling tools and saved over “3700 capacity selling days” for North America Customer Teams. The portal is still used today.

**Associate Director – Sales Innovation**

**Job Scope:** Strategic Planning, collaboration with business teams, leading the sales organization, volume, market share.

- Created winning consumer research venues focused on leveraging shopper understanding and shopper marketing. These labs were designed to sell our largest customers on developing shopper preferred marketing programs. The venues accounted for an incremental 10 million cases sold to our largest North America customers.
- Created “early adoption” selling model with QVC and Crest brand (brand team exceeded selling objectives).

**Customer Business Development Manager – Northeast Region**

**Job Scope:** Volume, market share, organization development, design, recruiting, staffing, customer development.

- Redesigned sales team due to customer consolidation; increased business results 5%.
- Developed productive relationships with customer senior management to enable top down alignment of strategic business plans; delivered 15% growth among top 5 largest customers.
- Created and implemented a field selling organization design that reduced costs 12%; was expanded nationally.

**District Sales Manager/Special Assignment – Central Division, NA**

**Job Scope:** Volume, market share, customer development, business planning

- Significantly improved corporate relationship with Meijer, Inc., improved distribution 17% and shelf space 13%.
- Achieved record shipments of 127% and market share of 119% by creating a large pack program.
- Created national design for P&G’s first Shelf Technology organization responsible for leading the Company’s category management initiative.

**Senior Sales Technology Manager – Mass Channel Customer Team**

**Job Scope:** Selling with space management technology, growing P&G share (space, distribution), collaboration

- Delivered competitive advantage by selling with technology to accelerate data-based decisions. Each initiative exceeded volume, display, pricing and shelf objectives (average index = 106 vs objective).
- Increased share of space for P&G brands 18% across core categories leveraging computer space management tools.
- Created a breakthrough in senior management relationships with the customer; secured confidential customer data (a corporate first!) which accelerated category management. As a result, became their preferred vendor; market share soared 23%.

**Sales Manager, Detroit District, NA**

**Job Scope:** Volume, market share, customer development, training, organization development, recruiting.

- Increased capability via training among new and veteran representatives. As a result, led the district by exceeding objectives on key measures and acknowledged as the top sales team in Michigan market.
- Sold first P&G corporate merchandising event to the most challenging customer in market; resulted in record volume year.
- Led Bowling Green State University recruiting effort that delivered full-time new hires ahead of target.

**District Sales Representative**

**Job Scope:** Organization training, business planning and recruiting.

- Led all aspects of major brand introductions in Michigan market; exceeded distribution objectives by 110% and volume by 114%.

**Account Executive – Central Division NA**

**Job Scope:** Volume, customer development.

- Managed and developed customers; set the division record for merchandising events that fueled record growth (112% vs target).
- Sold largest number of single brand truckload sales in division history.

**EDUCATION/ORGANIZATIONS**

**Wittenberg University, Bowling Green State University, B.A., Business Administration**

OE-DE Investment Group – Chairman, Board Member – Bowling Green State University (BGSU), Twin Scholarship Group – Chairman

Bowling Green State University – Distinguished Alumni Hall Of Fame.

*Written References: John E. Pepper, former CEO P&G, former Chairman Freedom Center and Kim A. Robinson, former VP P&G, former President of the Freedom Center.*