

# PROFESSIONAL PROFILE



Moir Donelson  
President & COO  
The Diversity Consortium

Global Executive  
Private Equity CEO  
Public Company Division President  
Strategist  
Operations/Safety Improvement Crusader  
Servant Leader

**Board Experience**  
Boys Hope Girls Hope  
Trumbull County Red Cross  
Trumbull County United Way  
Worldways Children's Museum

**Education**  
B.S. Electrical Engineering  
West Point Military Academy

MBA  
Harvard Business School

Mr. Donelson is a results-oriented, global executive with over 30 years of experience in leadership, operations, marketing, strategy, acquisition analysis and integration, and planning. He has proven success in inspiring people to deliver ambitious business results, utilizing a team approach. He has been successful in executing turnarounds, developing a vision with a strategy to deliver, and implementing profit improvement programs in cost-conscious environments across industries and geographies. He is organizationally agile from the production floor to the board room. Mr. Donelson is Lean Six Sigma Green Belt Certified. He is a diligent staff developer. He has a strong commitment to continuous improvement - organizational, professional and personal.

**Growth** - Mr. Donelson has grown companies in the packaging, sausage casing and metal sectors. As CEO of Teinnovations, Mr. Donelson stabilized a company that had lost 8 of the top 20 customers and grew revenue 142% and EBITDA 127% over 5 years. The company added 88 new accounts over the five years and reduced customer churn as Mr. Donelson introduced enhanced customer acquisition and account management strategies into the company. At Devro, Mr. Donelson, put together a marketing framework to analyze the North and South American Collagen Sausage Casings Market, worked with his sales team to develop customer-specific, executable plans to pursue market growth and market share gain, and was able to grow the company 7% per year in North America and 26% per year in South America. While serving as VP and GM at Alcoa Excel Extrusions, Mr. Donelson was able to analyze and eliminate operational bottlenecks in the extrusion department, which allowed the company to grow volume beyond its "capacity-constrained" 32M lbs. to 38M lbs. representing an 18.6% increase in volume and 20% increase in revenue.

**Operational Improvement** - As plant manager of the Kraft Foods Oscar Mayer Madison plant, Mr. Donelson deployed Lean Six Sigma techniques to improve yield by 3%, OEEs by 7% and Output lbs. per labor hour by 13.8%. This resulted in a \$35M reduction in cost over 3 years. During that same period, the injury rate was reduced by 57% and the Employee Engagement Scores improved by 43%.

**Strategy** - As Vice President of Business Planning, at Olin Winchester Mr. Donelson led several initiatives that improved business performance: He developed a hedging strategy that resulted in \$46M of cost avoidance and helped ensure the efficacy of new pricing strategies. He led efforts to reduce lost sales in high-margin products, improving overall company margin by \$2.7M. He devised a process to introduce lower cost lead into the manufacturing process reducing cost by \$2.4M. Mr. Donelson wrote the company's five-year strategic plan and led its Business Continuity and Enterprise Risk Management efforts. Mr. Donelson was credited by senior corporate leadership to have had a significant role in the Winchester Division turnaround over his four years with the company. The division was one that had decreased in operating income from \$20M to \$8M in the two years prior to his arrival and was transformed into a division that had grown to \$53M in operating income in Mr. Donelson's last year with the company.

Mr. Donelson also founded an outreach program for at-risk youth while he was a Lieutenant in the US Army in Leesville, LA.

Currently in his spare time, Mr. Donelson reads, exercises, and teaches bible study. Mr. Donelson is married to his beautiful wife of 28 years, Tammie, and has two daughters and two sons.