

Harry B. Hecht

Dynamic Business Executive with decades of practical, proven and successful management and operational experience in: Small and Large Ticket Leasing and portfolio management, managed print services, channel sales, business and end-user consulting, sales management, business development, document management, marketing & sales promotion, operations/logistics, IT, customer retention, professional services, strategic planning, project management, product management, P&L, M&A, technical services, procurement, administration, CRM, and highly effective contract/facilities management and negotiations.

Tenacious, detail focused, and results driven leader with long and consistent record of launching new initiatives, increasing sales, meeting plan exceeding and profitability objectives

- Streamlined and consolidated over five leasing partner portfolios valued at over \$25M. Devised one rate card system and commission structure for organization resulting in bottom line margin increase of >6%
- Increased total revenues by 48% while refocusing sales and service organizations on the SMB and major account marketplace
- Researched and identified market opportunities for product and revenue producing services while developing and implementing cross-organizational plans for entry into the Managed Print services arena. *Generated \$1,000,000 in MPS revenues, +46% GP in a short 14 months*
- Implemented sales training curriculum resulting in a reduction of sales turnover from 65- 38%
- Prepared entire organization to accept and market new technologies (Managed Print Services, Production Print and Graphics Color, Document Management, SMB and Major Account selling, Wide Format, Printers)
- Created, managed and measured end-user and sales promotional marketing programs, pricing strategies, end-user events, retention programs, sales promotions, e commerce/ integrated marketing programs

Propelled and led operational turnaround resulting in increased market share, customer penetration, profitability, and customer satisfaction.

*Generated \$1,000,000 in "net new" MPS revenues in a short 14 months plus over \$375,000 in new Production Print Sales
Increased revenues 48% while decreasing operational expenses by 27%
Customer retention rates @ 98%. Fulfillment rates@ 98%
Service response time and call back rates reduced by 50%*

Acquired and integrated two separate sales and service organizations with \$20M in revenues and 100+ employees

*Integrated 3 separate product lines and 2 separate sales organizations
Introduced Managed Print Services, Production Print, and Solutions products and services to organization and end-users
Created, streamlined, and integrated organizational processes to address and improve customer service*

Creative and focused Results driven leader

- Proactively created then instituted processes in various departments to maximize productivity, enhance profit and increase customer satisfaction and retention rates (98%)
- Positive Cross functional relationships with finance, IT, technical service, HR, Operations and multi-tiered vendors
- Mentored and guided management team using MBO techniques
- Created user and channel councils to survey and generate feedback on company/program direction and to share ideas and concerns
- Recognized Industry leader- MPSA, COMPTIA

BBA, Management and Marketing, Texas Tech University, Lubbock, Texas 1982

PROFESSIONAL EXPERIENCE

US BANK (USB) *the nation's 4th largest banking institution and leading wholesale technology vendor finance provider to the document imaging industry*

Regional Sales Manager, January 2010- present

- Recruited to assist in establishing, developing, and supporting Office Equipment Vendor Finance programs to Mid-Atlantic Regional Clients and prospects
- Successfully recruited 9 new client relationships and expanded program agreements with three primary office equipment manufacturers (Konica Minolta, Toshiba, Kyocera)
- Championed and launched MPS/technology finance programs to 12 clients resulting in 200% increase in application flow and 36% increase in monthly bookings
- Increased monthly funding production by 36% resulting in average monthly booking rate of \$1.65M with a spread of 6.5%
- Served on various industry committees and participated in projects with the MPSA Association and COMPTIA
- Provided ongoing council to Dealer Principals pertaining to reducing administrative expenses, providing a competitive advantage, reducing business risk and customer expansion and retention
- Trained and developed field representatives skills set on the use of US Bancorp's unique "bundled" lease approach

BUYERS LABORATORY INC. *the leading source for unbiased and reliable intelligence for the imaging industry*

Managing Director, June 2009- December 2010

- Hired as an entrepreneur to pioneer, develop and establish a new consulting division focused on advising corporate and non-profit entities on how to acquire document technologies at the lowest possible cost, using industry best practices, comprehensive reliability and test data, productivity studies, and environmental testing information
- Developed, tested, then implemented a strategic business plan, created marketing materials, established pricing, and created the value proposition meant to attract clientele to the Buyers Alliance Service
- Successfully engaged Senior decision makers throughout various vertical organizations including NJASBO, ALA, EACUBO
- Recruited an alliance of 20+ channel partners and specialists to assist with providing products and services to clients
- Increased awareness of Buyers Lab brand at industry events, association meetings and webinars
- Consulted and assisted Buyers Lab CEO and COO on business strategy and product development (BLIQ)



STEWART BUSINESS SYSTEMS LLC, A XEROX COMPANY *\$1.7B subsidiary Company of Global Imaging Systems (GISX), then Xerox Corporation (XRX) April 2004 –June 2009*

Vice President & General Manager, April 2005-June 2009

- Launched entry into Managed Print Services resulting in incremental revenues over \$1,000,000 in 14 months
- Successful in supporting the sale of copier fleets to over 350+ of the State of New Jersey School districts using State Contracts along with responding to and creating RFPs
- Instituted and launched Stewart University curriculum for sales and service personnel
- Generated equipment sales growth of 30%, from \$1.6M - \$2.3M per month
- Grew organizational revenues from \$37M to \$61M annually, coupled with 50% Equipment Margins and 19% EBITDA
- Analyzed and created strategies to respond and win Major account and large fleet sales opportunities for both
- Analyzed then realigned all department and operational aspects of this entrepreneurial 50 year old New Jersey based Office Technology reseller
- Implemented the use of, and the systems that measured department performance against the Global Benchmark System
- Created Job Descriptions companywide and established HR department, training, and personnel processes
- Restructured and streamlined service department and created a technology services group and help desk to address customer response time, while reducing per call expenses by over 38%
- Helped to guide and lead an increase of total revenues from \$31M to \$60M along with an EBIT avg. of 19% in 3 years
- Managed a local sales team and increased monthly equipment sales from \$245K to \$425K in 12 months
- Implemented pricing, service CRM systems, and Automated Dispatch Service Systems using wireless technologies
- Created and implemented New Branding strategy, website and materials
- Managed all product introductions along with the establishment of pricing set to meet organizational sales and profit goals
- Launched entry in Production Print environment: established and hired service and sales teams, developed profitable pricing plans, created marketing and service programs, hired sales champions, and conducted end-user events and seminars



Awards and Recognition- *Global Presidents Award 2006, Global Leaders Finest Recognition 2007-2008*

KONICA MINOLTA BUSINESS SOLUTIONS USA, INC. *\$17B Imaging Products Manufacturer and Reseller 1983- 2004*

Vice President Dealer Sales, '96-August '04

- P&L responsibilities for sales, marketing and field support for MFP business unit. Responsible for \$475M sales budget and net income plan of \$40M
- Aligned and built field organization to focus dealer channel on the pursuit of major account and Government-GSA opportunities using off shore funding sources
- Created, implemented, and managed marketing/incentive promotions along with annual sales program agreements created to drive sales organization and channel partners towards annual sales and profit objectives
- Lead 6 Regional Managers and 24 localized District Managers in support of 400+ independently authorized dealers.
- Initiated contractual agreements with 155 newly recruited dealerships, including the publicly held GISX, a Xerox Company
- 100% of revenue and EBIT plan for 8 consecutive years
- Developed Sales Team compensation plans and established performance metrics and accountability standards for group of 50+ field sales and management
- Redesigned channel programs, successfully managed channel conflict while increasing market share by 30%



Regional Sales Manager, Eastern Region '90-'96

- Youngest Regional Manager in company history
- Managed Eastern Region consisting of 2 Assistant RSMs , 12 Dealer Sales Managers, 2 Trainers, 1 National Account Manager, 1 Digital Products Manager, and Assistant
- Achieved consistent double digit sales growth and record annual sales of \$140M accompanied by gross margin revenues of \$43M. Number 1 Region in company consistently. Promoted to Vice President to expand successful management model.

Zone Manager, Mid-Atlantic '89-'90

- Pioneered new \$55M sales region by recruiting 7 District Sales Managers and developing 42 independent BTA dealerships
- Entered division into high growth Color Copier and facsimile business by creating a vertically integrated and dedicated dealer channel
- Grew channel unit sales by > 12%
- Managed dual distribution sales strategy while minimizing channel conflict
- Promoted to Eastern Regional Manager