Kimberly D. Williams

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Seasoned senior executive with global general management experience in a variety of businesses including: turnaround situations, start-up rapid-growth ventures, and mid-sized mature entities. Experienced in several industries including the manufacturing, technological and services sectors. Demonstrated ability to manage and improve all aspects of a business including sales, operations, marketing and administration by applying strategic expertise and strong leadership.

**2014 - Present Consumer Safety Technology**

**Chief Executive Officer**

Lead a $50 million consumer electronics business headquartered in the Des Moines area. Under her leadership, Consumer Safety Technology has increased revenue 28% year-over-year. This growth was achieved by developing market segmentation and defining go-to-market strategies for targeted segments. She also increased prospect-to-customer conversion rate by restructuring inside sales department, implementing closing tools, and creating sales scripts to overcome objections and emphasize points of competitive advantage. Implemented digital marketing program that improved search engine optimization at the national and local level, improved paid-per-click economics and traffic, and built affiliate program. Negotiated wireless contract saving $1 million per year.

**2013-2014 Retrofit**

**Chief Operating Officer**

Recruiting to this start up after the company received Series B financing. Retrofit leverages technology and expert coaching to help clients lose weight and improve overall wellness. Manage operations, sales, customer service and finance.

**2007-2012 Restaurant Technology Services and Application Development Intl.**

**(Subsidiaries of McDonald’s Corp.)**

**President, Restaurant Technology Services, LLC**

**2010-2012**

Led the company’s~600 employees, located in offices in North America, Europe and Asia, to provide IT help desk services to 13,000 McDonald’s restaurants around the globe. Designed and implemented strategy to turn around a failing customer service level and unprofitable business. Implemented cloud based software to automate enterprise IT operations. Increased Net Promoter score (customer satisfaction index) from -27% to +18% in one year. Decreased cost per service call by 22%. Increased employee engagement by 10% and reduced turnover by 57%. Named President of Restaurant Technology Services (RTS) after RTS was acquired by McDonald’s in 2010 while also maintaining Presidency of a separate McDonald’s subsidiary, Restaurant Application Development International, a business I managed since 2007. RTS was sold to Xerox in October 2012.

**Restaurant Application Development International, LLC (RDI, formally Verety Software, LLC)**

**President, 2008-2012**

**Chief Operating Officer, 2007-2008**

Hired as chief operating officer to grow and improve the customer service level and stem operating losses of a fledgling technology-based service business. Assumed presidency in 2008 and retained position when company was acquired by McDonald’s in 2010 and renamed Restaurant Application Development International (RDI).

Built an organizational structure and management team to direct the company’s 600 work-at-home agents who leveraged voice over IP technology to take restaurant drive-through orders remotely. Increased the customer base from 30 fast food restaurants to more than 300 outlets. Directed software application development team that designed enhancements to the order taking software and implemented operational strategies that improved cost per unit by 52% while also increasing customer service levels.

In 2008, acquired a Brazil-based software development company with point-of-sale software for the quick service restaurant market. Oversaw the software engineering team to extend the software to include delivery modules and mobile ordering capabilities. Increased the installed base from 18,000 restaurants to more than 40,000 across North America, South America, Europe, Asia and Australia. Managed more than 100 software engineers in Brazil and Hungary and software implementation teams in four continents.

**2004-2006 Banta Corporation**

**President, Banta Specialized Publications Group (now owned by R.R. Donnelley)**

Profit and loss responsibility for $240 million subsidiary of a $1.6 billion public company that provides printing, mail list management, electronic content distribution and distribution services for magazine publishers. Managed more than 1,200 employees including staff at three manufacturing facilities (one unionized) and one distribution center, a national sales force, a marketing group and all administrative functions. Despite market price erosion of more than 5% and increasing labor and material costs, maintained operating earnings of nearly $27 million in 2005 by growing the business in a shrinking market and implementing cost-saving measures.

* Implemented Lean Manufacturing program that reduced changeover time by 18%, down time by 9% and safety recordable incidents by 22%
* Increased value-added sales 7% from 2004 to 2005.
* Launched new distribution service business with first year revenue run rate at $4 million
* Consolidated and automated functions across the business unit to drive out $3.4 million of annual costs
* Drove improved fact-based decision-making throughout the business

**1996-2004 RR Donnelley & Sons**

**Senior Vice President and General Manager, Specialized Publishing Services**

**2002-2003**

Profit and loss responsibility for $250 million business unit that provides printing, content management and distribution services for magazine publishers. Managed a sales, marketing and customer care organization of 100+ employees.

Achieved significant improvements in sales and profitability despite a decline of more than 3% in both market demand and price. Increased sales by 7.5% and value-added revenue by 9.7%; increased gross margins from 18.8% to 26.4% (up 40%); increased earnings margin from 6.5% to 12.9%.

* Significantly improved customer retention: Decreased customer defections by 46% over the five-year average through new customer care model
* Increased new customer acquisition rate: Increased new sales by 27% over the five-year average
* Developed new paper solution that attracted $4 million in new business and $20 million in existing customer renewals with paper management program
* Designed and implemented new distribution method that saved customers $500,000 in distribution expenses on an ongoing annual basis. Achieved a revenue run rate of $1 million in first six months and $6 million in revenue and $1 million in profits in the first full year of operations

**Senior Vice President and Interim Corporate Marketing Officer**

**2001-2002**

Appointed by CEO to lead corporate marketing following the merger of Red Rover Digital into another business of RR Donnelley. Oversaw research and strategy initiatives including market segmentation and customer targeting in three business units. Worked with business unit leaders to develop a portfolio investment strategy that successfully reallocated capital and expense budgets to high-potential segments.

**Senior Vice President and General Manager, Red Rover Digital**

**1999-2001**

Proposed this new business to CEO and received funding to start up, build and manage the new subsidiary. Responsible for profit and loss of this Software as a Service (Saas) company offering online commerce functionality to catalog companies. Exceeded growth projections by growing the business to an annual run rate of $19 million in less than two years. Recommended and oversaw the merger of Red Rover Digital into a division of RR Donnelley in 2001.

**Vice President and General Manager,** **Online Services**

**1997-1999**

Proposed and received funding from the CEO to explore the Internet-based services market. Identified attractive opportunities, developed business plans and was assigned complete profit and loss responsibility for two start-up businesses.

* Developed and implemented an e-commerce syndication program that aggregated more than 8,000 Web sites and 20 million monthly visitors. Generated an average click-through rate of 5.2%, significantly higher than the industry average of 1.5% to 2%.
* Led HouseNet, a home decorating and lawn and garden site, which averaged more than 9 million public relations impressions per month. In 1998, Yahoo named HouseNet one of the top 98 sites, and *Access* magazine named it one of the top 100 sites. Outperformed industry averages with a customer acquisitions cost of $0.45 and revenue of $0.048 per page. Identified a buyer and oversaw the sale of HouseNet at a profit of several million dollars.

**Vice President Marketing, Retail Services**

**1996-1997**

Responsible for marketing and strategy for $600 million operating unit. Developed and implemented a manufacturing capacity realignment that improved RR Donnelley earnings $0.28 per share. Reduced annual manufacturing costs 23% and realized an IRR 7% higher than the company’s cost of capital.

**1992-1996 The Boston Consulting Group**

**Project Manager**

Managed consulting projects, supervised project teams and maintained client relationships. Worked with clients to develop and implement strategies for improved sales and profitability. Clients included ConAgra, NCR, Monsanto and RR Donnelley.

**1987-1990 Arthur Andersen**

**Senior Auditor and Financial Consultant**

Planned and supervised consulting projects and audits. Conducted audits for businesses in retail, manufacturing and consumer products.

## **Education:**

## MBA, University of Chicago, 1992

BBA, University of Michigan, 1987

**Community Service:**

##### Chair, District 106 Referendum Committee: led campaign that successfully passed referendum to maintain educational programs

Youth Director and Coach, Lions Jrs. Volleyball Club, Western Springs, Ill.

Mentor of small business owners through MicroMentor