

Mark Waxenberg

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Executive Summary

Executive that thrives in a competitive and challenging environment. Established entrepreneurial leader with a record of balanced high operational performance, penchant for decision-making, accountability and speed, "quick study" with extensive problem solving experience that leads to turnaround results in Small and Large businesses. Understands business models and adapts them to changing environments and pressures. Specific areas of accomplishment in:

Operational Leadership in Small & Enterprise Businesses	P & L Optimization	Business and Product Strategy/Plans
Problem Solving, Analytical & Process	Cost Competitiveness, Margin Control	Channel Expansion and Business Development
MARCOM, Product Marketing and Launch	Customer and Employee Satisfaction	Ethics and Sarbanes-Oxley Compliance

Professional Experience

FBC Technologies, Inc. (Energy Efficient Water Treatment Systems)

CEO

2008-2009

Transform a business fresh from management buyout into a Growth Business that would attract buyer in a 3-5 year timeframe. Produce a Business Plan to attract Equity investment. Author and deliver investor presentations for various audiences. Manage marketing and sales channel expansion to enable sales growth.

- Delivered 20+ presentations to Angels, Venture Capital, and private investors
- Negotiated PO Financing for manufacture of large order and improved cash position
- Expanded product and services portfolio that doubled FBC's served market size
- Repositioned FBC Technologies as a "Green" products and Services Company
- Increased Manufacturer Rep coverage by 33%
- Created Web presence to attract potential business and support sales representatives, Generated constant contact with customers and engineers through quarterly newsletter

Xerox Corporation

Corporate Director, Strategic Cost Competitiveness, Lean Six Sigma

2005-2007

Reduce Xerox's \$9B Cost of Goods \$1B over three years. Create, manage and communicate initiatives to provide base of COG's reductions. Act as catalyst with new ideas for BU's and value chain. Attack difficult cross-functional initiatives to get best financial and operational outcomes. Worked with engineering to meet new cost goals. Put in place a culture of continuous cost reduction within operating units to take the place of a Corporate Office program.

- Delivered ~\$100M annual savings in six months by managing key initiatives
- Trimmed annual Services cost ~\$50M by reducing parts and labor variability worldwide using 3M's "Gap to Entitlement" processes
- Other Key programs included, Product Line Simplification, Total Cost to Xerox, Reuse, Product Reliability, Third Party Services and Remote Services while improving operations

Xerox Corporation

Vice President General Manager, Production Solutions Business Unit

2000-2005

Vice President Marketing and Planning, Xerox Office Products

1997-2000

Provide World Wide accountability and product direction for multiple Lines of Business including both hardware and software within Printing Systems and Office Groups. Scope included all aspects of business including P&L, margin management, market share, sales plan and productivity, coverage (sales channels), product strategy, product launch, annuity, project

management and value chain costs. Co-chaired engineering reviews to make tradeoffs and improve time to revenue. Also included Customer Satisfaction, employee growth, development and job satisfaction. Present Business Plan and Strategy to Corporation annually. Accountable for Sarbanes-Oxley Compliance. Business Groups Ethics Officer. Lead for industry analyst communication.

- Generated ~\$5B Revenue, Profit ~\$390M, Site spend \$70M
- Managed 11 direct and 389 indirect reports, 90% + employee satisfaction
- Captured 16 market share points and \$168M in incremental equipment sale revenue in one year by planning and executing a product line turnaround
- Launched 11 new products that became more than 35% of Business Groups revenue within 2 years
- Increased distribution capacity 10% by planning and contracting with new partner
- Reduced inventory \$101M (from \$990M) in single year improving companies cash position by improving forecast, simplifying product lines and marketing slow movers
- Improved 4.5 points in Initial Customer Experience over two year period through Lean Six Sigma projects including, Machine Quality, Billing accuracy, and Customer Training
- Achieved 20% (400-320) improvement in employee productivity by working new job descriptions and ensuring employee outputs had identified customer and usage
- Ensured compliance with corporate policies for ~2000 employees

Xerox Corporation

Product Manager, Office Products Group

1983-1993

Accountable for worldwide Office Product marketing strategy, market share, annual installs and machine population, customer retention, new product launch, channel mix, sales coverage, business model, negotiating value chain costs, pricing and Marketing Communication.

- Started up and managed a \$3.5M used equipment business to get value from previously scrapped machines
- Increased customer retention rate 10% through new product upgrade strategy utilizing statistical approaches to improving marketing communications effectiveness
- Captured 8 market share points and grew equipment revenue 33% in a previously declining business by establishing a dual line product strategy to compete with Canon
- Expanded selling resources 30% by introducing new Agent/Concessionaire program

Xerox Corporation

Regional Sales Operations Manager, Sales Planning Manager, Sales Management, Sales Specialist, Account Executive

1973- 1983

Selling premium brand hardware, software, services and supplies to both customers and non-customers in NYC. Achieve results through self and others. Hire, train and groom new sales representatives to deliver above plan results. Develop and implement strategic and tactical direction for 20% of North American operations and ensure above plan results.

- #1 Sales Manager in North America based on revenue versus plan 278%
- # 3 Account Executive North America 345% annual sales budget
- Eight presidents and Par clubs in ten years
- Hired and trained 78 Sales Representatives in 18 months keeping all territories filled

Education

- **City University of New York** Major: Industrial Psychology B.A.
- **St. John's University** Graduate Studies Marketing
- **INSEAD, France** Managerial Skills for International Business
- **Wharton, University of Pennsylvania** Finance for non-Finance
- **American University** "Astronaut Program", Executive jumpstart in the Systems Environment
- **The George Group** Lean Six Sigma

Outside Interests Cycling, Alternative Energy Startups, Digital Rochester