

Brian J. Ludlow

Entrepreneur- CEO

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Objective

Steadfast business leader and entrepreneur, with proven track record for providing results seeking opportunity to create value for an organization.

Core Competencies

- Accurately analyze business units for efficiency, work process and effectiveness.
- Experienced with most media, promotions, advertising, with acute marketplace awareness
- Ability to create, communicate and implement a strategic plan for nearly any business platform
- Versatile, experienced and varied skill set base that is easily transferred to nearly any industry

Experience

President - Ludlow Consulting Group 2009 - Present

www.bludlow.com

Provided consulting services for business launches, turnaround, due diligence, expansion, and project implementation. Client projects range from software development to commercial lending.

Clients:

Transportation, Computer Software Design, & Logistics

Nationwide US trucking firm with over 2,000 trucks and 4,000 employees was in need of a system to automate dispatch functions, log drivers, streamline scheduling and create reporting functionality. They also needed to comply with the USPS new GPS initiative.

Results:

- Designed, created and implemented a complete custom management software system
- Brought company from paper time cards to user friendly solution with GPS and reporting
- Reduced: payroll-processing time by 75% and cell charges by \$40,000/ month

Website, Sales & Platform Launch

An International web based daily deal & customer loyalty site.

Results:

- Created a marketing/sales plan and tested the marketplace in preparation for launch
- Acquired industry data and purchased competing site to assist in market introduction

Due Diligence, Real Estate

Conducted confidential due diligence to acquire a 130 unit franchise operation.

Results:

- Conducted an extensive phone and electronic survey of the franchise owners
- Analyzed financials, competitors, markets, pricing, products and locations

Sales, Commercial Mortgage & Lending, Real estate

Engaged to turn around the troubled commercial mortgage operation

Results:

- Reorganized staff, refined processes, products, and implemented a marketing plan
- Brought loan pipeline from less than 1 million to 16 million with 80% less staff

Franchise Industry, Sales, Real Estate

Evaluated Franchisors model to determine effectiveness and viability for shareholders

Results:

- Developed systems to track sales, costs, profitability, and inventory utilization
- Revamped staffing, training and discontinued unprofitable channels of the business
- Restructured company into different units with specific targets and doubled sales
- Determined company viability as a franchise operation and provided decision criteria

Hospitality & Restaurant Industry

Unprofitable upscale restaurant operations with declining sales and operational issues.

Results:

- Diagnosed all facets of the operation and implemented solutions to correct troubled areas
- Revised menu, atmosphere, appearance, communication, entertainment and marketing
- Increased sales 104%, reduced expenses by 6% and added a weekly cost control system
- Brought customer satisfaction at all-time high and stabilized management

Sales, Commercial Debt Resolution

Commercial debt resolution and consulting firm for clients from \$5 mm to \$500 mm in debt.

Results:

- Brought in clients with over \$80 million in debt obligations needing resolution
- Worked with founders on refining, product, process, marketing materials and pricing.

Energy Conservation & Utility Measurement

Created various business platforms and explored opportunities in the "green space".

Results:

- Worked with Housing Authority and HUD to develop a new energy rating system
- Became certified as HERS energy rater, BPI provider and commercial energy auditor
- Developed energy rating platform and solar leasing model.

Positions

President - Pinnacle Insurance- joint venture with **Insurance Office of America** 2005 - 2008

Created and launched a home and auto insurance agency for Pinnacle Financial.

- Built a successful agency from 0 to a 500 client book of business with no insurance experience. Created sales methods and systems to capture mortgage customers.
- Company was sold in 2008 to Insurance of America

President - Ludlow Enterprises Petoskey, MI 1989- 2005

www.LudlowEnterprises.com

Various business operations with revenue in excess of 12 million.

Operations included:

- Restaurants: *Family-style • Pizza/Grinder shops • Fast Food • Liquor • Catering*
- Family Fun center - Restaurant Equipment sales & service - Ice manufacturing plant
- USDA food plant - Commercial / Residential real estate - Equipment rental

Accomplishments:

- Creation of The Jungle Family Fun Center featuring an 18-hole indoor adventure golf, arcade and birthday party facility. Awarded "Best facility of the Year" by the industry trade group
- Increased revenue to over 12 million, in 7 cities with over 400 employees.
- Sales leader for 10 years in a market with half the population of others winners.
- Designed, constructed and remodeled several retail centers, properties and restaurants.

Sold the operations in 2005 and retained the real estate. Management infrastructure is in place to handle the remaining operations.

Education / Certifications

San Diego State University-California State University

- Bachelor of Science BS, Business/Marketing/ Finance, 1985 – 1989

Dale Carnegie - Certified HERS rater - Licensed Builder - Insurance 440 agent

Volunteer Assignments

Founder & Chapter Chair- World Presidents Organization

Leadership and Board positions at Young Presidents Organization

Assistant Scout Master with Boy Scouts of America

Chamber of Commerce, Rotary, Dale Carnegie, and other Boards