
Josepf J. Haslam

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Business Philosophy:

Building a truly masterful framework for success requires the ability to analyze and strategize beyond traditional use of processes and methodologies. Long-term success and bottom-line benefits are captured when the framework has been designed to take an organization well beyond reaching goals. An innovative framework is built on a sustainable vision and acts as a lens to bring clarity, implementation capability and long-term results.

Core Strengths:

Professional executive with over 29 years' experience providing strategic leadership, business development and financial planning expertise to national and international organizations.

- Strategy Development
- Business Growth and Development
- Finance and Information Technology
- Work Flow Optimization
- ROI Analysis
- SEO, SEM, PPC, e-Commerce
- Strategic Alliance Development
- International Relations
- ERP System Development
- Supply Chain Optimization

Highlights of Revenue Achievements:

- Conceived, developed, and sold a white paper that generated a \$153 Million NPC turnaround through implementation of strategic alliance-based outsourcing.
- Developed and managed 75 high risk & return outsourcing programs that generated over \$1 Billion in Net Present Cash within two years.
- Sold Internal IT programs, such as SAP and Manugistics, valued at over \$400 Million.
- Designed and implemented an innovative sales generation system for winning government contracts. The system landed a \$98.9 Million DARPA submarine contract.
- Conceived and developed a framework for managing winning proposals. The framework led to an additional \$350 Million in government sales and \$90 Million in corporate sales within three years.
- Conceptualized and implemented three Asian consumer goods businesses generating \$5 Million in sales within the first year, and \$40 Million in sales within five years.
- Sold a \$22 Million project to comprehensively integrate ERP systems, resulting in a 25% reduction of working capital, a 50% decrease of international freight by unit and a 30% reduction of warehousing costs.
- Pioneered IP joint ventures and other creative non-cash equity forms of partnership that generated \$150 Million in Global Strategic Alliance sales.

Highlights of Operational Achievements:

- Increased sustained profitability 38% during the early months of establishing operations for a newly formed, wholly owned subsidiary. Highlights included:
 - Negotiating successfully for incentives including a 10-year tax holiday worth over \$125 Million in helping a DuPont subsidiary become the first non-manufacturing business to achieve “Pioneer” status from the Economic Development Board of Singapore.
 - Increased profitability 35% in the first month of operation and variable cost reductions over 30% after one year.
 - Tripled regional sales within 18 months through relocation of ERP Planning to Asia.
- Achieved 20% greater profitability through implementation of new CRM software that enabled the sales force to earn 40% more than prior periods.
- Reduced working capital 25%, international freight costs 50%, overflow warehousing costs 30%, while simultaneously increasing customer satisfaction from 93% to 98% and plant yields from 91% to 97%.
- Promoted to CFO/CIO of Dacron® BSP based on having created a new three year supply chain integration plan with an array of operational and system improvements that resulted in an 18% expansion in plant capacity, a 50% reduction in transaction costs, and a 40% lower working capital requirement than their standard historic levels.
- Achieved 450% above Industry average profits while doubling sales volume of branded products through strategically linked processes such as the balanced score card.

Career History:

Phoenix Strategies, LLC <i>President</i>	2004 - 2010
Invista (Sold from DuPont to Koch in 2004) <ul style="list-style-type: none">• <i>Director External Operations, Strategic Alliances, and Outsourcing</i>• <i>Chairman of the Board & President of DuPont Apparel & Textile Traders</i>	2002 - 2004
DuPont (15+ years) <ul style="list-style-type: none">• DuPont Apparel & Textile Science (ATS) Wilmington, DE <i>Director Polyester Operations and Outsourcing</i> <i>Business Planning Director Specialty & Branded Fibers</i>• DuPont Dacron®, Kinston, NC <i>Global Supply Chain Manager</i>• DuPont Dacron®, Wilmington, DE <i>Chief Financial Officer and Chief Information Officer</i>• DuPont Information Systems, Kinston, NC & Wilmington, DE <i>Senior Information Technology Consultant/Strategist</i>• DuPont Advanced Composites, Wilmington, DE <i>Distributed Computing Architect</i>	2000 - 2002 1998 - 2000 1996 - 1998 1992 - 1996 1989 - 1992
Available upon request	1979 - 1989

Education:

B.A., Business Administration and Management — University of Phoenix.
Graduated Summa Cum Laude 3.98 GPA