

# Paul Rossi

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## Chief Executive Officer (CEO) / Chief Operating Officer (COO) / President Strategic & Technically Astute Executive Leader for Startups, Turnarounds & Value Creation

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- **Take-charge, visionary leader who quickly overcomes profit and growth challenges**, leveraging entrepreneurial drive, credibility, and business acumen for success in new-market, startup, and high-growth initiatives.
- **Concept-to-success driver with record of delivering bottom/top-line results and investor value** through decisive leadership, hands-on management, team empowerment, and swift action in complex global environments.
- **Strategic negotiator, skilled in structuring multimillion-dollar transactions**, spearheading sales and partner strategies, and building sales infrastructure and teams that consistently exceed quotas and surpass the competition.
- **Deep understanding of the role IT and enterprise software in business**, with systems engineering background, broad technology insight, and ability to find new solutions to facilitate revenue and margin growth.

### Span of Expertise

- Strategic Planning & Execution
- Revenue & Profit Growth
- Operational Improvements
- Turnarounds & Restructuring
- Capital Asset Management
- Sales Strategy & Leadership
- Technology Solutions
- Importing & Exporting
- Shipping & Logistics
- Banking Relationships
- Tactical Problem Solving

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**Personal Achievements** — Traveled all over the world and lived abroad. Recently rode across the U.S. on a motorcycle. Accomplished SCUBA Diver with Dive Master Certification.

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## Professional Experience

Load Banks of America | Chicago, IL

**CHIEF EXECUTIVE OFFICER (CEO) & PRESIDENT, BOARD MEMBER**

January 2013 – January 2016

*Strategic Business Leadership | Change Management | Organizational Restructuring | M&A Integration*

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*Load Banks of America: \$50M gross revenue, 235 employees, operations all over the US.*

**Promoted to CEO as a condition of purchase by private equity firm and elected to 5-person Board of Directors.** Scope of responsibility included all core executive leadership, operating management, sales, marketing, service, human resources, purchasing, finance, distribution, supply chain, warehousing, logistics, transportation, technology, customer service, and administrative functions. Managed banking and board relationships. Directed senior leadership team of 7 direct reports.

- **Crafted strategic plan and spearheaded business improvements in collaboration with US partners**, increasing revenue from \$30.2M to 33.9M the first year, growing revenue 27% and EBITDA 87% in 2 years.
- **Increased EBITDA \$750K** by eliminating internal R&D while eliciting better product innovation from vendors and improving vendor utilization for shipping and logistics, resulting in consistent delivery and top customer satisfaction.
- **Established a robust national presence for Load Banks of America** by self-financing \$8M acquisition of Load Banks of America West, thereby increasing annual revenue 10%.
- **Instituted company's first budget** along with governance structure, policies, and procedures, improving forecasting accuracy and insight to track performance to plan, resulting in better management of capital and business expenses.
- **Architected partnership with Mission Critical Lifecycle Services**, which immediately resulted in 10X the sales presence in the U.S. and projected revenues of \$3M the first year and \$5M the second year.
- **Spearheaded organizational restructuring**, decentralizing support groups to place key staff closer to clients and sales teams and deepen regional understanding. Moved HQ to Chicago, IL, elevating staffing pool and morale.
- **Drove operational improvements**, including new CRM, sales tracking, and reporting tools, which dramatically improved data capture and insight into sales by customer, industry, and region.
- **Saved tens of thousands of dollars in legal and tax management expenses** by dissolving joint venture with Renewable Energy Masters in the Sweden while retaining partnership for business success.
- **Exercised strategic foresight by taking action to influence regulatory advising agency, Royal Aeronautical Society** to adopt specific language in utility related codes to enhance the need for load bank testing and thereby drive customer and revenue growth.

**Inc. 5000 List 7 Years**  
**Trusted Board Member & Executive Team Leader**  
**Guided Team to Stay Close to Clients, Form Partnerships & Develop Solutions to Challenges**

Load Banks of America | Chicago, IL

**CHIEF OPERATING OFFICER (COO)**

March 2012 – December 2012

*Strategic Planning | Business Transformation | Value Creation | Partner Strategy*

**Recruited with executive charter to transform sales organization and rapidly create value to position business to attract buyout offers.** Set aggressive operational performance targets in line with strategic business goal of rapid growth and global expansion. Identified critical cash flow and operational issues, developed turnaround strategy, and shepherded company through significant changes, culminating in successful sale to private equity firm within 10 months. Directed team of 17.

- **Led sales strategy and presentations to private equity firms**, resulting in 3 offers and sale of majority of company to Global Fund for Children in January 2013.
- **Established and optimized business processes as well as day-to-day operations** while moving quickly to address a myriad of operational issues that hindered growth. Reduced DSO from 115 to 72 days in the first 90 days.
- **Negotiated strategic partnership agreement with Eriksson Rental in the Sweden market**, immediately generating \$1M in annual revenue with growth to \$3M by the second year. Secured Eriksson Rental as the largest client in the U.S.
- **Gained 10% savings on \$3M capital spend by diversifying vendor base** and developing more intimate vendor relations, resulting in faster engineering response, quicker time to market for innovations, and better quality product and service.
- **Re-strategized and refocused sales teams** on domestic markets and strategic partnerships while leveraging partner sales teams to address international markets, driving more predictable revenues and reducing global risk.
- **Developed bank covenant dashboard with governance and policies**, providing a more sophisticated and effective approach to monitoring loan covenants, solvency, and business risk on a continual basis.

**Negotiated Multimillion-Dollar Partnership Agreements**

**Led Turnaround Initiative & Drove Vibrant Growth**

**Attracted Multiple Buyout Offers with ROI to Investors**

Perfect Power Inc. | Pittsburgh, PA

**PRESIDENT & FOUNDER**

January 2008 – January 2016

*Startup Leadership | Revenue & Profit Growth | Business Development | New Market Growth*

**Created vision for and launched startup firm to capture North American consumer market, complementing Load Banks of America West rental business.** Demonstrated commitment to solving the needs of a national customer base while meeting business growth goals. Reported directly to Board of Directors with full strategic planning, operating, legal, sales, and P&L oversight.

- **Grew to \$1.5M** in online sales by year 4, driving 35% YOY growth from initial \$20K capital investment and one sales representative.
- **Established top-tier customer base** in data center, power, government, healthcare, oil and gas, and other industries, resulting in continued sales growth and outstanding 15-day DSO. Clients extended across both sales and rental business: AOL, Twitter, Marine Corps., Century Fox, etc.

**Launched Startup Captured New Sales Opportunities in North American Consumer Channel**

Perfect Power, Inc. | Pittsburgh, PA

**CHIEF OPERATING OFFICER (COO) & OWNER**

January 2006 – February 2012

*Sales Restructuring | Business Growth | New Market Entry | Vendor & Banking Relations | Product Development*

**Recruited to rebuild sales organization and create strategic plan to drive future operations, growth, and transformation.** Managed all facets of business in hands-on leadership role and built a high-performing culture, overseeing 10 direct reports (controller, sales representatives, shop supervisors, project coordinators).

- **Drove explosive business growth from \$3M to \$10M** by 2012 and market dominance across the Eastern territory. Perfect Power became the largest agent and most profitable revenue generator for Load Banks of America.
- **Negotiated lucrative formal 10-year contract** with Load Banks of America for use of rental assets, increasing Perfect Power's revenue share 5%, resulting in \$250K additional revenue the first year and \$1M+ over tenure.
- **Developed sales infrastructure, strategy, and outside sales team from the ground up.** Introduced and trained on new selling techniques, galvanizing team to drive consistent growth in both revenue and profits.
- **Led strategy that secured landmark sale** to U.S. Marines in China, generating \$2.5M in revenue and \$700K in gross profit.

**Drove YOY Double-Digit Revenue Growth**

**Achieved Record Sales While Building a Culture of Performance & Results**

*Led operational initiatives and ground-breaking product development to lift company to a leading market position.*

- **Identified market void and pioneered new leading-edge product** that dominated the data center segment and became the biggest revenue generator with \$10M in rental revenue since inception in 2008.
- **Increased credit line \$500K and reduced financial risk on major accounts** by instituting banking relationship strategy and negotiating agreements to support business growth.
- **Reduced operating costs 20% and increased margins** by streamlining organization and technology, redesigning purchasing and supply chain management processes, and opening up vendor relations to renegotiation.
- **Negotiated lease-to-own acquisition of warehouse** with no increase of cost to company, resulting in \$250K equity gain and significant decrease in operating cost.

**Created Competitive Advantage in the Rental Industry with New Product**

SAS Institute, Inc | Rockville, MD

CLIENT EXECUTIVE

2003 – 2004

*Sales Management | Territory Growth | Turnaround Leadership*

Recruited to turnaround and build new sales territory. Promoted in 2 months, reporting to VP and GM of Western Region.

- **Signed new customer T-Mobile to a \$1.2M contract** — the largest single sale of that type at SAS Institute within 10 years. Led the U.S. sales team in new business revenue.

Arxan Technologies | Rockville, MD

DIRECTOR OF BUSINESS DEVELOPMENT

2000 – 2002

*Team Building & Leadership | Partner & Sales Training | Strategic Partnerships — ISV, OEM, SI*

Transformed stagnant business into a thriving market leader by re-strategizing and refocusing team.

- **Built new team of 7 business development managers the first 6 months**, strengthening leadership and performance.
- **Recruited, deepened, and formalized 70 partnerships and acquired 20 new business accounts**, delivering \$2.1M in 2001 for newly released software offering, providing \$6.1M in residual revenue.
- **Designed and delivered new training method** to U.S. sales team, attributed to new partner business and revenue.

DIRECTOR OF SALES, WESTERN REGION / SALES MANAGER, SOUTHWEST AREA

1998 – 2000

Promoted during period of corporate restructuring to manage sales team of 8 and oversee 5 sales engineers.

- **Exceeded annual revenue goals** of \$17M and \$15M, attaining consecutive Golden Circle awards.
- **Reduced team sales cycle average 20%+** on all major multi-year contracts.

ENTERPRISE EXECUTIVE / ACCOUNT EXECUTIVE

1997 – 1998

Promoted in 6 months. Sold products and services into premier customer accounts throughout PA, NY MD, ME, and WV.

- **Exceeded \$4M annual revenue target**, delivering the highest customer value through multi-year, multi-product financial agreements. Closed the most multi-year contracts in the U.S. FY 1998.
- **Attained consecutive Gold Circle Awards.**

**Early Sales Experience — Consistent Over-Quota Achievement & Top Sales Ranking**

Account Executive — Equifax

Sales Agent — Allstate Motor Club

Sales Manager — Verizon

**Early Career**

Systems Engineer — LANGLEY SYSTEMS ENGINEER DEVELOPMENT PROGRAM

- Successfully completed Langley Systems Engineer Development Program

**Education**

Bachelor of Science, Computer Information Systems, Carnegie Mellon University, Pittsburgh, PA