

Herbert H. Gaidus

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GENERAL MANAGER / MANAGEMENT CONSULTANT / PROJECT MANAGER

General Manager with over 20 years experience in strategic planning, business development, sales, marketing, operations, and the implementation of technology to increase revenues and generate operational efficiencies. Demonstrated capability to lead multidisciplinary project teams and to develop consensus among various business groups and functional disciplines. Honors Degrees in Electrical Engineering and Finance help translate business and technical requirements into financially and commercially viable solutions.

AREAS OF EXPERTISE

- Strategic Planning
- Business Plans & Proposals
- Organizational Redesign
- Process Reengineering
- Marketing Management
- Product Management
- Sales force Management
- Personnel Administration
- Project Management
- Systems Engineering
- Product Specification
- Market Research

EXPERIENCE

G Aidus Associates, Upper Saddle River, NJ 1998 - Present

Principal

Founder of consultancy offering strategic planning, problem solving, and technical project management services to local businesses. Recent projects include:

- Feasibility study for product line extension into Ethernet networking switches
- Market analysis for a proprietary high-speed video network file server

Panasonic Communications & Systems Company (PCSC), Secaucus, NJ 1984 - 1998

Assistant General Manager - Project Manager SAP/R3

Managed the organization's on budget, 1 year, on time successful "Big-Bang" implementation of SAP across 7 operating divisions representing in excess of \$500 million revenues. Activities included:

- Wrote initial proposal and request for funds to undertake an overhaul of 25+ year old legacy systems with an integrated, finance, order processing, and inventory management system
- Lead project specification effort and development of Request for Proposal document
- Defined resource requirements and selected core team members forming a multidisciplinary Project Team representing 7 Sales Divisions, with related operations, credit, marketing, sales, finance, warehousing, and MIS personnel
- Developed evaluation criteria and lead effort to select consulting organization for SAP configuration
- Managed efficient review, redesign, and approval of new business processes spanning all 7 sales divisions and 5 support disciplines
- Managed budgets and project schedule, reported status to Steering Committee, and insured timely completion of both business and technical open "issues"
- Held several off-site "team-building" retreats to restore focus, de-pressurize team, and re-build alliances during the various phases of the projects implementation
- Coordinated the testing, acceptance criteria, and "Big-Bang" implementation of the system.
- Managed the organizational impacts, operational and personnel training, system documentation, and the re-integration of team members. Re-structured organization to maintain and support the system

Assistant General Manager - Planning

Reporting to the President of PCSC, with staff of 5 analysts, responsible for:

- Specification, coordination and consolidation of 5 Office Product Division budgets, annual business plans, organization development proposals
- Managed a company wide cost cutting program generating a 15% reduction in fixed expenses over two years
- Developed methodology, criteria, and new organizational structure required for several personnel workforce reductions of over 10% of employees
- Acted as PCSC internal consulting resource across all operating divisions and functional disciplines

- Wrote sales compensation plans, developed quotas, objectives, and designed system to administer monthly compensation for over 100 commissioned sales people
- Acted as company legal division liaison for all pending legal actions and to minimize any future legal liabilities
- P&L responsibility for the Hawaiian Islands for all PCSC sales divisions

National Marketing Manager

Headed newly formed division with P&L responsibility for \$50 million in high margin office product supplies.

- Opened 2 new channels of distribution: direct sales and supplies distributors
- Chaired 15-member task force to develop a National and Government Accounts Program for purchase, lease, and rental of all Office Products

Group Manager Marketing Operations

Headed the Office Automation Group's Marketing Communications, Planning, and Market Research Departments with staff of 22.

- Developed and administered over \$30 million in annual marketing programs, promotions, and rebates for the Office and Computer Products Groups
- Headed centralized advertising, public relations, dealer meetings, and trade show organization for the group

Manager Planning & Business Development

Member of Senior Management Committee during Divisions growth from \$50 to \$300 million and PC printer market share growth from 3% to 23%.

- Designed LOTUS123 based management information system including model specific sales forecasting and purchasing, marketing expense tracking, sales compensation, pro-forma P&L and budget forecasting.
- Analyzed distribution channel trends and proposed alternative channels that grew to over 80% of sales

TOUCHE ROSS & COMPANY – CORPORATE FINANCE GROUP, New York, NY

1984 - 1984

Associate Consultant

Developed financial models to analyze and screen on-line databases of over 150 oil companies as potential acquisition candidates.

AMERICAN DISTRICT TELEGRAPH COMPANY, New York, NY

1978 - 1984

Product Planning Manager/Product Manager

Managed the specification, design, and development of industries first microprocessor based security control set, which would replace 90% of the existing product line or over \$300 million in annual revenues.

Manager Engineering Administration

With staff of 6, reporting to the Vice President of Engineering, controlled the division's \$6 million expense budget and performed all personnel recruitment and administration for the 130 members of the Engineering Organization.

Sr. Project Engineer/Project Engineer/Engineer

Managed the design, development, and installation of several custom \$1+ million mini/micro computer-based security systems for nuclear power plants, including one in Barcelona, Spain - Held U.S. Top Secret Clearance.

EDUCATION

NEW YORK UNIVERSITY, New York, NY

1978 - 1982

Masters in Business Administration – Finance & International Business

- Beta Gamma Sigma Honor Society
- Top 10% of Class

STEVENS INSTITUTE OF TECHNOLOGY, Hoboken, NJ

1974 - 1978

Bachelor of Engineering with High Honor – Electrical Engineering

- Tau Beta Pi Honor Society
- Top 10% of Class