



M. BROWN
CONSULTING

Michael Brown
Consultant of 20 years, Tech-Based, Domestic
Service Industry Veteran
Private & Public Company Chief Executive



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RELEVANT EXPERIENCE

Michael Brown is a seasoned C-Level Executive with a proven track record, having served as Chief Executive in both private and public companies, winding companies up and down, spanning the buying & selling, commercial and residential U.S. Maintenance, Repair, and Operations Industry, and is a subject matter expert in every aspect of the self-performing and outsourced labor fulfillment models for Facility Services, and in regard to the large array of cloud-based maintenance management platforms available to Retailers, Restaurateurs, Commercial Property Management, and Industrial clients with geographically dispersed, brick and mortar-type facilities.

Among his career highlights are the following:

Service America Enterprise

Mr. Brown served as this public company's Chief Executive. He executed several key initiatives, including reducing purchasing & material costs by over 40%, operating expenses by +50%, deployed highly efficient process improvements to handle self-service scheduling, reducing process costs by 25% using mobile applications, web, and IVR systems, achieved an incremental \$3M bottom line impact to Home Service Plan Division, and restructured the AC Division to achieve 4X improvement in gross margin.

The Home Depot, Inc.

Through his eight-year career at The Home Depot, he advanced rapidly through store operations to become the first Certified Six Sigma Black Belt in company history. As Director of North American Installations and a \$240M line of business he delivered a 26% revenue surge and 7% unit sales growth, and ignited revenue of nationwide extended service plans (ESP) from \$20M to \$100M+ by creating an enterprise-wide ESP program with standardized processes, training, reporting, sales, and marketing.

Plumb-In-Time Plumbing Services, Inc.

As CEO and Chairman, for this Private Equity-backed start up, he sourced new venture capital, brought on an executive team, and raised \$4M in equity and \$2M in debt instruments. This start up achieved growth inside of two years to \$25M, quickly growing across thirteen U.S. markets inside of a two-year period. As a supplier of residential installation services and service contracts for water products throughout North America, Plumb-In-Time self-performed all services, 24/7/365 using market operations, hub and spoke delivery and an employee Service Center. He grew the customer base 300%, negotiating service agreements with suppliers and customers and expanding company operations to +340 retail stores and warehouse operations to major markets in 11 states.

CLIENT SUCCESS HIGHLIGHTS

Through multiple successful engagements, Clients have enjoyed multiple enterprise-level, & extraordinarily successful turnarounds, double-digit top-line growth and triple-digit profit gains year over year – without taking on debt or outside capital, including the remarkable transformation of a \$1M annual loss to \$3.4M annual profit within 3 years, with continued growth of EBITDA to \$4.6M, and 25% compound annual revenue growth rate, sustained over a six year period.

PERSONAL STATEMENT

Executives charged with managing operating and capital expenditures associated with the maintenance of their facilities are facing massive market pressures including cost compression, supplier consolidation and rising customer expectations. Start-ups and growth oriented retailers and restaurateurs utilize my services to accelerate the introduction of technology into this aspect of their business and make better use of capital resources, reduce spend, raise revenues, and improve margins.

EDUCATION

San Diego State University
Bachelors of Science, Business Administration
Minor, Personality and Social Psychology

Certified Six Sigma Black Belt
(The Home Depot)

SPECIALTY AREAS

- U.S. Commercial Facility management
- Outsourced Labor Models
- Self-performing Labor Models
- Procurement of Suppliers
- Customer Experience
- Sales Generation

PRACTICE FOCUS

Strategy

- Business Planning & Sales
- Vendor Relations Strategy
- Services Fulfillment Strategy
- Field Service Management Strategy
- Strategic Systems Utilization

Technology Enablement

- Maintenance Management Systems
- Field Service Management Solutions
- Inventory Management Systems
- Application Development

Cost Out/Margin Improvement

- Labor/material pricing negotiation
- Pricing Controls
- Dashboard Development
- Labor Tracking
- Monetizing Supplier Networks

MARKETS SERVED

Geographically Dispersed Locations

- Retail
- Restaurant
- Industrial
- Commercial Property Management

All Commercial Service Categories (B2B)

- On Demand
- Project
- Scheduled Services (e.g. PMs)

All Contractor Trades (100+)

- Plumbing
- Electrical
- General Repair
- HVAC
- Flooring
- Doors, Locks, Windows
- And more...

OUTCOMES

Cost-Out expert in identifying overspend and reducing direct and indirect costs.

Revenue Generation via new service introductions for customers and service providers.

Systems Implementations including field/corporate office, hosted, service management solutions.

Capital Sourcing seed and growth capital as well as debt instruments.

Gross Margin Improvement via high impact tactics to immediately improve profit.