

KENNETH BRADFORD

Litchfield Park, Arizona 85340 • 602.111.1111 • kbradford@yahoo.com

EXECUTIVE LEADER – CEO / CFO

Strategic Marketing • Brand Management • Finance • Operations

Accomplished executive with experience in operations, finance, strategic marketing, business expansion, product development, distribution, vendor relations, public relations, human resources and government contracting. Persuasive and tenacious leader with a proven track record in achieving positive business results by developing strategic business alliances, identifying new markets and developing business processes. Proven success with increasing sales and expanding market share while controlling expenses.

PROFESSIONAL EXPERIENCE

Chief Executive Officer

1997 to 2012

Chief Financial Officer

1992 to 1997

Midas Touch Headwear, Inc.

Los Angeles, California

Served as financial, sales and marketing executive over \$11M annual sales volume. Monitored cost control measures and created and implemented operational procedures. Participated in negotiations with major contracts and clients. Successfully navigated the government contract process with extensive knowledge of contracting legalities to obtain and manage government contracts up to \$6M. Areas of expertise included:

- Financial Management
- Operations Management
- Change Management
- Strategic Marketing
- Brand Management
- Product Development
- Business Expansion
- Vendor / Client Relations
- Public Relations
- Strategic Planning
- Personnel Development
- Government Contracting

	1993	1998	2003	2008	2013 projection
Company Revenue	\$4M	\$7.6M	\$8.4M	\$9.7M	\$35M
Growth Percentage	N/A	89.9%	10.5%	15.4%	127.2%

Key Leadership Contributions:

Business and Product Development

- Engineered the growth of the company from \$4M to \$11M annually – a 175% increase – with expanded client base and government contracting success; secured \$6M government contract and negotiated \$18M contract with new vendor prior to departure.
- Identified and developed new revenue streams and product lines; identified trends, oversaw design phase, resourced and negotiated with vendors for materials and trim.

Operations and Fiscal Management

- Established and maintained accounting, recordkeeping, operations management and inventory control systems. Ensured accurate expense, sales, inventory, payroll and tax accounting procedures.
- Supervised relocation of manufacturing operations in 1993; oversaw facility planning and design, forecasted budget and staff needs and oversaw logistics planning process.
- Forecasted financial performance indicators and budget hours, payroll and sales; administered \$9M operating budget.
- Pioneered manufacturing processes and procedures that ensured the highest quality standards while maintaining profit margins as much as 22% above industry standards.
- Partnered with Reebok and House of Blues Café to become a shared production partner with the government; this action increased efficiency and opened a new revenue stream.
- Monitored and reviewed expenses and costs such as overhead and wages to consistently target 30% gross profit margin and controlled below-line expenses such as insurance, sales and marketing to maximize net profit.

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Marketing and Branding

- Controlled the development of all logos and brand support materials; monitored the integrity of client brand during manufacturing process.
- Established and managed the corporate brand and identity; built reputation as domestic manufacturer known for quality and quick turn times.
- Provided oversight to the sales force and all client presentations; established, managed and maintained client relationships.
- Landed large-scale vendors as manufacturing clients such as Polo Ralph Lauren account; created innovative product presentation that anticipated their future needs.

Personnel Development

- Developed employee incentive programs and cross training programs to create a positive working environment for employees.
- Lowered attrition rate from 80% to 20% in an industry with typically high turnover rates.
- Remained in contact with staff to ensure open lines of communication as an open and involved leader.
- Learned to speak Spanish fluently in order to communicate effectively with staff.

Government Contracting

- Utilized Fed Biz Ops to navigate the government procurement system and locate RFPs; compiled accurate and complete proposal packages which included milestones, production flow charges and product costing.
- Negotiated with government agencies during best and final decision making process; arranged for all supplies, manufacturers and materials to be in place upon contract award.
- Managed relationships with government agencies and met contractual milestones.
- Submitted and was awarded several value engineering change proposals (VECPs) to reduce production costs and save the government money.
- Filed and successfully argued government protests when necessary; testified in support of small business before a subcommittee of the U.S. House of Representatives.

AFFILIATIONS

Partnership, Valley of the Angels Habilitation Center, (5% of workers disabled or hearing impaired)
Member and Board of Directors, American Apparel & Footwear Association (AAFA)
Chair, Government Contracts Committee (AAFA)

AWARDS

Top 100 List of Men in Los Angeles, California Today's Women, 1999 to 2002
Employer of the Year, Los Angeles Mayor's Commission on Disability Issues, 1999
Highlighted for Workplace Diversity, Nations Business Magazine, 2000

EDUCATION AND TRAINING

Master of Business Administration (MBA), Cal State Long Beach, Long Beach, California
Bachelor of Science, Business Administration (BSBA), Cal State Long Beach, Long Beach, California
Management Course, The Disney Institute