**Peter Perley**

CPA || CA

**+1 416.565.5954** || [pjperley@turnaround-ctm.com](mailto:pjperley@turnaround-ctm.com) || [www.linkedin.com/in/peterjperley](http://www.linkedin.com/in/peterjperley)

10838 Dunham Cres. | Summerland, BC | VOH 1Z2 & 3500 Lakeshore Road W #724 Oakville ON L6L 0B4

3 time US O1 VISA appointee for exceptional business success & expertise

**Senior Global Business Leader,** Integrator **Delivering Success**

**Manufacturing**|| **Automotive**|| **Hi-Tech || FCMG || Healthcare ||Retail| Real Estate I**

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| ***Inquisitive, partners with a diverse clientele to uncover, resolve business obstacles and return to business excellence with exceptional incremental, sustainable value.*** |

Unstoppable, strategist and tactician, plans and executes aggressive approaches to resurrecting businesses, collaborating with multiple internal and external stakeholders to return the entities into viability, strengthens cash flow, sustainable growth and sharpens the competitive edge. Hands-on, engaging leader, navigates through complexity, removes skepticism and negativity. Avid listener, clear and precise communicator, understands cultural diversity, serves as a confident and effective corporate ambassador and negotiator with internal and external stakeholders, delivering tough messages whileinspiring employee teams and stakeholders .

**Value-Added Areas**

Executive Leadership || Business Transformation || Continuous Improvement || Banking solutions|| Operations || Corporate Governance || Supply Chain Logistics Management || Mergers & Acquisitions || Business Development || Performance Management || Asset Management || Project Management || Product Development || KPI/SLA/SOP || SWOT || Business Analysis ||Union & Non-Union Resource Management || Collective Bargaining || Venture Capital || Stakeholder Management || Board & Investor Presentations|| Budget || P& L || Strategic Planning

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| **Professional Experience** |

Canadian Treasury Management Inc. Oakville, ON || 1987 – Present

**CHIEF EXECUTIVE OFFICER - CEO**

Engaged by diverse public and private entities across the world requiring a swift and proactive approach to reviving business operations, raising financing, refreshing the brand, and returning the entities into a competitive and profitable stance. Various real estate valuation and work out details upon request Podcast <https://rockstarinnercircle.com/peterperley/>

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| ***Embraces challenges, developed a resounding international reputation as an instigator of action and change, removing roadblocks and stewarding the businesses to achieve demanding mandates.*** |

***Selected key business transformation projects include:*** 2019-2021

Recent financial, operational confidential assignments include CFO/COO profit improvement, exit/succession valuations in B2B manufacturing, building products, B2C global markets, due diligence and essential KPI, Cashflow generation

**Currently CEO Chief ISAAC Group of Companies** Dawson City Yukon, Canada- construction, fuel supply,automotive repair/recovery, transportation, mining and remote workforce camps. See reasons for DBA

**Erwin Hymer Group North America**, Cambridge ON & Los Angeles, CA 2018 – 2019

**GROUP VICE PRESIDENT - Operations**

Direct Reports: 15 || Indirect Reports: 400 || $20M CapEx || $170M OpEx || $200M P&L

* Client embarking on a confidential sales process after massive manufacturing product failures in Canada, recently acquired U.S. and Mexican assets and $50M of automotive product unable to deliver to market.
* Conducted SWOT on the U.S. and Mexican operations, resolved prototype failures, produced $135M salable product in 6 months and resolved regulatory compliance.
* Created a dynamic lean build process to Tier 1 automotive standards, scaled 1 vehicle per month to 125, recommissioned the 1M sq. ft. Canadian plant to produce Class 3 Roadtrek motorhomes boosting product from 5 to 20 per day to catapult revenue from $600K to $3M per day in 8 weeks on a 24/7 schedule
* Delivered a $135M saleable product in the U.S., boosted Canadian U.S. deliveries from $12M to $60M per month, eliminated a 50 unit $7M plant backlog in 2 weeks, wound up as part of $2B sale of German parent EHG.

**Behavioral Health Inc**, Orlando, FL & Dubai, UAE 2015 – present

Direct Reports: 10 || Indirect Reports: 320 || $5M CapEx || $13M OpEx || $20M P&L

**CHIEF RESTRUCTURING OFFICER (CRO)**

* Engaged to prepare the health care client for sale and divest a psychiatric care facility with limited financial and management control and high leadership attrition.
* Initiated a deep-dive business valuation touching all facets of the operation, uncovered an undisclosed $80M IRS liability through Chapter 11 with an immediate shut down of 40% overall business due to patient irregularities and an emerging $100M Medicare fraud.
* Steered the business into Chapter 11 to resolve operating liabilities, tax issues, unravelled billing issues, retrieved missing assets, restored ethical, clinical, and empathetic care to court mandate.
* Obtained State of Florida, Attorney General support to exit Chapter 11 after resolving all Medicare claims for $1.25M and satisfied all tax and patient liabilities and achieve a successful wind-up.

**Siberline Manufacturing,** US, China, Singapore, Scotland, Mexico & Brazil 2012 – 2015

**GLOBAL CHIEF EXECUTIVE OFFICER (CEO)**

Direct Reports: 25 || Indirect Reports: 1000 || $30M CapEx || $150M OpEx || $130M P&L

* Tasked to reboot the chemical company with plants in 3 continents experiencing lack of profit and deteriorating market share over 5-years accumulating $25M losses and $80 - $100M lender defaults.
* Performed SWOT, created ambitious business development and global rescue plan to combat immediate negative environment and financial events and restored profit and market share for the unionized U.S. parent.
* Reset the international organization, cost, and resource structure to catapult gross margins by 350%, returned each plant to profit and delivered a new consumer-driven suite of products.
* Elevated market global share with Tier 1 automotive, 3C, and printing, generated a $15M EBITDA, enhanced margins 350% [ 8% to 27%], delivered a one-time & annualized $75M cash savings to be debt free in 12 months.
* Negotiated significant benefit reductions with the Steelworkers Union to save $2M per year, solved a $40M non-disclosure European plant closure due to safety hazards and eliminated EH&S issues in Europe, U.S., and China.
* Transitioned the entity to customer-centric from product-centric, boosted customer satisfaction, won a $30M automobile contract and improved shareholder equity by $120M from negative $20M, saved 700 jobs.

**Fiesta Gas Grills,** Toronto, ON & Dixon, TN, Guangzhou, China 2007 – 2010

**CHIEF OPERATING OFFICER (COO)**

Direct Reports: 5 || Indirect Reports: 250 || $5M CapEx || $130M OpEx || $140M P&L

* Hired by a family-owned entity experiencing a dysfunctional family dispute between U.S. and Canadian operations and a failed Chinese offshore strategy, limited retail sales and a struggle to deliver a profitable product complicated by product liability issues.
* Led business development to capture Lowes, Costco and renew Walmart with functioning products to convert a gross loss to a 25% margin
* Cut time to market by 40%, crafted a digital sales strategy, reduced 3 Chinese suppliers to 1, resolved a 60,000 unit delivery failure with Home Depot, solved non-compliant issues at both the Canadian and U.S. facilities, closing 3 non-performing plants.
* Settled 2 massive Consumer Products Safety Commission complaints covering several hundred thousand units, converting a recall into notice to repair, resulting in multi-million savings.
* Sourced and secured a buyer for Fiesta for a confidential acquisition to solve the family dispute and successor liabilities.

**Cashcode Inc.**, Toronto, ON. & Kiev, Ukraine 2004 – 2006

**PRESIDENT**

Direct Reports: 7 || Indirect Reports: 150 || $3M CapEx || $36M OpEx || $60M P&L

Parachuted into a toxic, dysfunctional shareholder dispute in the $28M business with 30% pre-tax and prepared for sale to keep opposing factions apart during a gaming, anti-counterfeit payment product company's receivership.

Streamlined production processes, eliminated localized outsourced manufacturing quality and delivery issues, led, and delivered compelling business development presentations to NCR and IBM on self-payment systems.

* Doubled production in 6-months with a 1/5.0mm failure rate, unleashed shareholder delayed product introductions to catapult sales by 75% from $32M to $60M.
* Created financial due diligence and sales presentations for strategic and private equity purchasers to trigger a bidding war based on improved sales results and product pipeline potential to boost sales value 75% to $100M USD prior to successful sale to Crane Co. NYSE: C.R.

**Imperial Plastech**, Toronto, ON, Edmonton, AB & Atlanta, GA, Europe, South Africa 2003 – 2004

**CHIEF RESTRUCTURING OFFICER (CRO) & CHAIRMAN, North America**

Direct Reports: 5-15 || Indirect Reports: 1200 || $10M CapEx || $320M OpEx || $350M P&L

* Handpicked to revive the floundering plastic pipe manufacturer owned by a Greek parent locked in a dispute, suffering from a $90M sales implosion from $100M to $10M, owing $20M and placed into bankruptcy, losing TSX listing.
* Performed SWOT, drafted and presented a rescue plan to various banks, convinced the bankruptcy trustee to support cross border CCAA, CH 17 filing, restored Canadian and U.S. plant operations, and reignited customer buying and prevented asset seizures.
* Redrew multiple processes, increased accountability for actions, solved a hidden 30% scrap cost to drive profit and allowed parent to restore individual global operational cashflow to save the investment in North America.
* Project published "A Tale of a Turnaround" in CA magazine, illustrating the complexity of the restructuring and relating Plastech as a public company. Then called to restore Greek Parent company profitability in Europe.

**Funimation Productions “Dragon Ball Z**”, Toronto, ON, Houston, USA 2002 – 2003

**ADVISOR – Funimation and Law Firm for M&A, Restructuring**

* Retained by major Toronto law firm to investigate $40M in payments owed by Irwin to Dragon Ball Z, with Irwin hiding impending insolvency.
* Conducted M&A due diligence, determining investment viability, established Irwin to be insolvent with risk of Dragon Ball Z facing an auction to potential buyers at a $15M loss for Funimation.
* Delivered an offer to purchase Irwin through CCAA, encompassing management team replacement, generating a rejection leading to creating a court supported valuation of Dragon Ball Z at $50M based on impending insolvency, obtained executory contract court order restoring to Funimation, when offer to purchase refused by Irwin
* Assisted Funimation secure new distributor contributing to a massive value uplift to $165M.

**MedChem Healthcare**, Toronto, ON & Miami, FL 1998 – 1999

**CHIEF RESTRUCTURING OFFICER (CRO) & CHAIRMAN**

Direct Reports: 10|| Indirect Reports: 1100 || $10M CapEx || $100M OpEx || $100M P&L

* Assumed CRO role after the company defaulted by $100M bank debt and applied for cross-border CCAA bankruptcy protection with court refusing application on ground of inept management with company given 24 hours to find a CRO.
* Resolved toxic shareholder disputes, controlled spiralling expenses, made ongoing payments.
* Discovered and eliminated an internal $40M per annum fraud and excessive costs, demonstrated to court in contested hearing the viability and value at over $100M, initiated a bidding war between a major pension fund, union and strategic purchaser to achieve $125M sales with all creditors paid in full.

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| **Training & Education** |

Bargaining for Advantage,| Strategic Value of Customer Relationships , |(Wharton) ||

Unleash the Power Within (Robbins) |

**CHARTERED PUBLIC ACCOUNTANT (CPA)** – Charted Professional Accountants of Ontario

**FELLOW CHARTERED ACCOUNTANT (FCA) –** Institute of Chartered Accountants in England Wales, UK, 1985 practice as CPA, CA Only

**ICAEW Fast Track BUSINESS DIPLOMA** – Nottingham Regional College of Technology, Nottingham, UK