

# Michael Brown

TechCXO Partner; Interim CEO/COO/CRO



## CONTACT DETAILS

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## RELEVANT EXPERIENCE

Michael is a proven chief executive in the commercial and residential U.S. Maintenance, Repair, and Operations Industry, and a subject matter expert in every aspect of the self-performing and outsourced labor fulfillment models for Facility Services.

Among his career highlights, he served as **CEO for Service America Enterprise** where he reduced 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.

At **The Home Depot, Inc.** he became 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.

As **CEO and Chairman for Plumb-In-Time Plumbing Services, Inc.**, 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 of \$25M, inside of two years.

## CLIENT SUCCESS

Clients have enjoyed multiple enterprise-level, & extraordinarily successful turnarounds, double-digit top-line growth and triple-digit profit gains year over year, including the 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.

## EDUCATION

### San Diego State University

B.S., Business Administration; Minor - Personality and Social Psychology

**Certified Six Sigma Black Belt** (The Home Depot)

## PERSONAL STATEMENT

I help executives charged with managing operating and capital expenditures associated with the maintenance of their facilities and who 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.

## 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

### CUSTOMER EXPERIENCE

- Net Promoter Score
- Maintenance Management Systems
- Field Service Management Solutions
- Inventory Management Systems
- Application Development
- Social Media Plan & Support

### 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, More...

## OUTCOMES

### COST-OUT, GROSS MARGIN IMPROVEMENT, SYSTEMS IMPLEMENTATION

- Expert in identifying overspend and reducing direct and indirect costs.
- Systems including field/corporate office, hosted, service mgmt. solutions.

### REVENUE GENERATION

- New service introductions for customers and service providers.
- Seed, growth, debt capital.