
ACCELERATED ACHIEVEMENTS AND CHARLES REESE

ABOUT CHARLES REESE

Charles Reese is a 30-year veteran of the High Technology industry and has brought results to large, small, public, and private companies with demonstrated expertise in strategy creation, team development, sales, process improvement, and program management for all levels of management and leadership.

After serving as an electrical engineer, Charles received a management degree and went to work for Hewlett-Packard where learned the importance of applying process to achieve accountability and delegating responsibility to receive innovation. Later, Charles worked for a stage-three start-up, pitched the sale of company, and subsequently went to work for the acquirer to manage Engineering and Marketing of the merged company. In this assignment, Charles' staff was split between Virginia and Colorado. Charles worked for a legacy company experiencing an extended period with flat sales and led the company to a decade of double-digit annual revenue growth.

Charles' career spans marketing, sales, and engineering assignments at Ultra Electronics, Hewlett Packard, Netrix Corporation, and GTE Communications. Prior to Accelerated Achievements, Charles was Vice-President of Sales and Marketing at Ultra Electronics DNE Technologies, Inc. Throughout Charles' manufacturing career, he has been accountable for investing in the right products and innovating process to bring them to market faster.

Charles earned a Master of Science degree in Industrial Administration from the Tepper School at Carnegie-Mellon University and a Bachelor of Science degree in Electrical Engineering from Cornell University.

Charles serves on the Boards of New Haven Manufacturers' Association and New Haven's Christian Community Action.

ACCELERATED ACHIEVEMENTS

Formed in 2011, Accelerated Achievements works with executives in technology and professional service companies to expand and clarify goals and develop key executive skills; all resulting in more innovation and productivity for the client organization. Key offerings are:

Establishing Direction: Facilitating business plan development and periodic goal reviews

Tuning Execution: Role clarification, team building, and developing needed executive and selling skills

Building Efficiency: Cycle-time improvement of Sales and Program Management processes



CASE STUDIES

STRATEGIC PLANNING

A third-generation, 90-year old steel fabrication business lost their credit line following the consolidation that took place in banking industry in 2008 and 2009. Accelerated Achievements spent 20 hours with the customer over a ten week period and came up with a **strategic plan**. After pitching the plan to several banks, this company received \$1.7M in credit from a major bank. As a result of the project, this company remains a vibrant Connecticut manufacturer.

A thirty-year old video production company managed by three equal partners was experiencing flat growth and the partner responsible for commercial activity felt the need to rebalance responsibility. The partners developed a **strategy** to extend the number of offerings targeted for their core business and executed a plan to groom key staff members to assume greater management responsibilities. The plan has energized the company and returned revenue growth.

SKILL DEVELOPMENT

A third-generation owner of a stamping and milling operation took over general management of the company. Prior to general management, he was a registered toolmaker and had no direct sales experience or appreciation for the function. I **coached** the manager through a two-month development process for **selling skill**. He lined up two meetings with target customers through cold calls before the process even completed.

CUSTOMER SATISFACTION SURVEY

While a multi-national chemical company was in the process of constructing a major plant expansion, management began to observe erosion in their profit margins. The General Manager no longer trusted the input from his sales force and wanted direct feedback from his customer base. Working with the business line manager, Accelerated Achievements designed a **customer satisfaction survey**. The initial survey revealed on-time delivery issues and hard evidence a competitor was winning favorable attention with new customer support tools. This survey redirected marketing efforts to defend their core customers and has revitalized their customer base.

EXECUTIVE FACILITATION

An energy equipment manufacturer had experienced a sustained, high-growth period which had expanded the company to 300 employees. "Growing pains" were evident throughout the company and the CEO wanted input from his management team to create an action plan to shore up the organization. Accelerated Achievements surveyed the company managers to receive their input on the top issues impacting the company. From the input, Accelerated Achievements created an **agenda for a two-day Sr. Management** retreat and **facilitated the meeting**. The meeting identified the three top actions the company should be taking and included **development of project management skills** and **reducing the cycle time in product development**.

