

ANDREW REED

andrewr@consultreed.com

International Trade

Executive Management

Customized Solutions

Versatile results-driven, action-oriented executive with extensive international sales, general management and operational experience having the unique ability to close, lead and manage complex industrial projects, listen to customer requirements, create innovative tailor-made solutions utilizing strong people skills to build teams, maintain satisfied customers while delivering on business targets and profit.

SUMMARY OF QUALIFICATIONS

- Executive level management experience in a corporate environment overseeing multiple organizations
- Full P&L responsibility for revenues up to \$100 million in diverse business environments with expertise in leading, selling and delivering multi-discipline solutions on-time and under-budget
- Experience doing business and developing high level contacts in different cultural environments having lived and worked for significant periods in Europe, Asia and America.
- Ability to successfully manage complex global projects involving multinational sourcing and execution
- Results-oriented executive taking full business ownership with a proven track record in developing and negotiating contracts for multi-million dollar Capital Equipment and Service projects
- Strategic and business planning of global operations additionally providing business coaching to overseas entities while continuously monitoring, tracking and optimizing Key Performance Indicators
- Consensus builder, bringing together diverse multi-cultural groups for a common goal

PROFESSIONAL EXPERIENCE



CEO, Industrial Solutions Division, Degremont / Suez

2011 to 2016

The Industrial Solutions Division of Degremont (300 employees; \$100M) comprised three legal entities in North America (Water & Power Technologies, Anderson Water Systems, Ameriwater) specializing in products, systems and service solutions for water treatment including design, engineering and manufacturing for domestic and international medical and industrial markets. Corporate strategy led to a refocus of business; the Division was split up with a new reporting structure.

- Expanded business in Canada, the Middle East and South America
 - Canadian Oil Sands projects with major projects for Cenovus, Husky
 - Municipal water projects in Saudi Arabia – 50 modularized systems for rural and city locations
 - Major Power Station expansions in Saudi Arabia for Saudi Electricity Company and Yanbu
 - Industrial water treatment for Yanacocha (Newmont) Gold mine in Peru
- Successfully developed Industrial Service business in the US Gulf Coast region
- Integrated a specialty manufacturer of water treatment products and systems in the Healthcare industry



M+W GROUP

Executive Vice President, Process Automation, M+W Group

2009 to 2011

Headquartered in Germany, the M+W Group is a global engineering, design and construction management company specializing in high tech facilities. M+W's strategy was to grow the business in North America through acquisitions

- Successfully identified, negotiated and closed the acquisition of a privately held U.S. / Canadian process automation company having 120 employees and annual revenue of \$18M
- Nominated Co-President of acquired company with one of the previous owners responsible to integrate all aspects with the new parent and achieve growth organically and through further acquisition

Independent Management Consultant**2007 to 2009**

Specializing in advising small to medium-sized companies on international management and cross border M&A transactions covering full scope of financial, business and operational issues

SIEMENS**Senior VP International Sales, Siemens Water Technologies, Warrendale, Pa_ 2005 to 2006**

- Responsible for international sales strategy outside North America including the coordination and integration of the pre-acquisition overseas activities of USFilter – sales volume \$150 million
- Managed international team across the globe to double international sales to \$100M in first year
- Identified and negotiated key conditions for JV in China to jump start presence in Chinese market
- Leader in formation of an international consortium to successfully bid and negotiate contract for an \$18 million municipal waste-water reuse plant using MBR technology for 2008 Beijing Olympics

VP International Operations, Industrial Solutions, Siemens AG, Germany 1997 – 2005

- Strategic business planning for global operations in 50 countries with responsibility to provide business support to overseas entities while monitoring and tracking monthly performance including P&L statements, forecasts, business development, project status and personnel issues
- Implement strategies to develop local value-added business portfolios in overseas subsidiaries to enhance overall cost and competitive position and insure long-term customer service and support

General Manager / Director, Industrial Solutions, Siemens Singapore 1994 – 1997

- Full P&L responsibility to develop business and resources in SE Asia with a knowledge hub in Singapore and local sales and service presence in Malaysia, Thailand, Taiwan, Philippines, Indonesia
- Managed team of 100 employees and tripled annual sales in the Region to \$150 million

General Manager, Metals Solutions, Siemens E&A, Atlanta, Georgia 1986 – 1994

- Management responsibility for profitable growth of US *Metals Solution business*
- Leadership role in sales, bid preparation, contract negotiations and order execution for multi-million dollar capital projects with leading steel and aluminum producers, OEM's, and E&C companies in USA, Mexico and Canada
- Customers included Alcoa, Alcan (Novelis), Nucor, US Steel, Hylsa, Fluor

EDUCATION

*Imperial College
University of London
Physics Major, B.Sc.(Honors)*

*Duke University
North Carolina
Executive MBA*

*University of Vienna
Austria
German Language*

PROFESSIONAL SKILLS

- Fluent in German (written and spoken)
- Six Sigma – certified Green Belt

ATTRIBUTES OF SUCCESS

*Entrepreneurial
Success-driven
Strategic Thinker*

*Leader
Tenacious
Inquisitive*

*Creative
Intuitive
Integrity*

*Customer oriented
Action oriented
Ability to Listen*