

# PRODUCTIVITY PULSE

A Newsletter of The ProAction Group

## Firm News



### Kevin Hofert is promoted to Vice President, Business Development and Sales Management

We are pleased to share that Kevin Hofert has been promoted to Vice President, Business Development and Sales Management. In this expanded role Kevin is primarily responsible for driving revenue growth, acquiring and retaining clients, and ensuring successful project delivery. Kevin will serve as a bridge between our consulting team and our clients, leveraging their expertise to build relationships and identify business opportunities that add value to client portfolios.

Kevin has over 28 years of business management, engineering, and leadership experience, and has a proven background in operations management, design engineering, and overall P&L leadership. His operating experience, engineering mindset, and the combination of his law degree and MBA, provides a unique perspective that will continue to inform his decisions and direction in this new role.

Prior to joining The ProAction Group, Kevin was CEO for a large, midwestern sign manufacturer where he collaborated with ownership and financial institutions to expand operations to 2 additional states, taking the business from \$29M in 2016 to \$56M in 2019. Throughout his career he has successfully integrated add-on business acquisitions and operational improvements and has continuously managed a wide range of business risk reduction efforts. Earlier in his career, Kevin held the roles of VP of Engineering, Chief Engineer, and construction field manager.

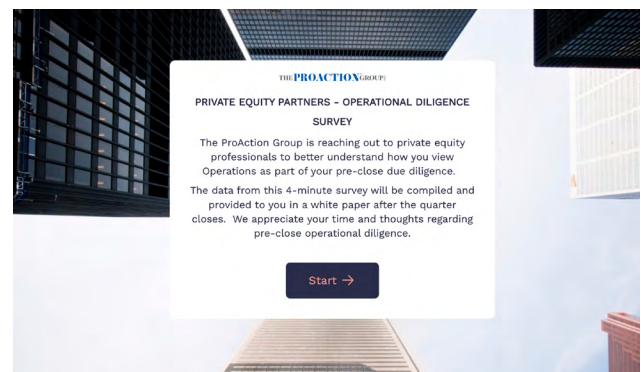
Kevin has an MBA from Keller Graduate School of Management, BS in Civil Engineering from the University of Michigan, and Juris Doctor from the University of Illinois-Chicago Law School.

We are excited to have Kevin in this expanded role.

## Coming Soon!

### Insights from our recent Operational Diligence Survey

We're excited to share the insights from our 2023 study on how private equity firms view Operations during their pre-close due diligence activities. This report will be distributed through our email communications at the end of June!



## Team Spotlight

We have an exceptional team of operational efficiency consultants, who are dedicated to transforming organizations through their expertise and passion for streamlining processes. With a deep understanding of various industries and a track record of delivering impactful results, our team members bring a diverse range of skills and experiences to the table. From strategic planning to process optimization and change management, they are committed to driving operational excellence and maximizing productivity. We'd like to introduce you to a few of them:



**Frank Atha**

Frank has over thirty years of broad Supply Chain and Manufacturing Operational experience in Automotive, Capital Equipment, Electronics and Consumer Products. He has held several significant leadership roles at Honda, Case New Holland and Nortek.

Prior to joining The ProAction Group, Frank introduced and implemented S&OP to the Home Technology Division of Nortek, resulting in a 29% (\$14 million) inventory reduction while maintaining a customer service level of 98.5%. In the Home Technology Division of Nortek, Frank enhanced the logistics model from a single site to a bi-modal distribution, resulting in reduced factory to customer cycle time by 30%, with half a month reduction in working capital (\$7.8 million).

Frank holds a BA in Accounting and Economics, and a MBA, both from Saint Ambrose University.



**Jennifer Frankenberg**

Jennifer has over 20 years of experience in the food and beverage industry, including pet food, and supplements. She has worked with, and for, food companies of all sizes, and brings to the table deep experience in food safety, regulatory compliance, food certifications, supply chain management, operations, and equipment design. She is adept at assessing risk, defining objectives, and optimizing business opportunities.

Her career began at The Kroger Co. in Cincinnati, OH and included regulatory, supply chain, and marketing roles. During her tenure there, she streamlined the company's recall management system, managed a \$700M portfolio of ingredients, negotiated strategic forward buy contracts, and conducted Kroger dairy plant audits.

Over the span of her career, Jennifer has performed over 100 diligences, including food safety inspections and operational assessments; documented and implemented various policies, procedures, and training programs; managed food-related crisis events; prepared companies for SQF and BRC certification audits; worked with professional and food industry trade associations; and facilitated an overhaul of an ANSI standard on hygienic bakery equipment design.

Jennifer holds a BBA in Marketing and a Master of Business Administration from University of Cincinnati. She is a certified Six Sigma Lean Green Belt and holds several certifications in Microbiology and Food Safety. She is also a Certified Food Safety Manager in the foodservice industry.

## About The ProAction Group

We are seasoned Operations experts who deliver 3X- 10X ROI by providing deep and insightful discovery assessments. We translate insights into actions that are designed to achieve rapid performance improvements and increased EBITDA, working capital, competitive differentiation, and organizational effectiveness.

Our DeepView™ Operational Diligence provides industry leading transparency and clarity around:

- Supply Chain Challenges and Vulnerabilities
- Leadership Appraisal Capabilities to Assess Change Management Abilities
- Evaluation of Operational Systems to Support the Investment Thesis
- Real-time Insight of the Industry's Market and Its Customers
- Data Validation and Generation of Data Where Data May Not Be Available

Our assessments include implementation plans, management guidance and interim leadership as needed.

 Follow us on LinkedIn!

***“Due to past experiences with consulting firms, I was skeptical about hiring an Operational Efficiency consulting firm to help us with our challenges. The ProAction Group’s approach, expertise, and commitment to helping us was unlike anything I have experienced before. They were the right firm with the right people for the job!”***

**– Joe Benetz, President, RAM Windows & Doors**



**Read more in Insider94.com and download a copy of the latest issue.**

## Operational Diligence 2.0 Coming Soon!

Operational diligence 2.0 for private equity is our new and comprehensive approach to assessing the operational capabilities and risks of a target company during the due diligence process and throughout the span of a company's maturity. It builds upon the traditional operational diligence practices used by private equity firms and incorporates new techniques, technologies, and perspectives through The ProAction Group's collective experience to deliver a deeper understanding of the target company's operational performance and potential for value creation.

We look forward to sharing this approach with you later this year. **Stay tuned!**

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