



# Richard W. Florea

Business Executive | President | Board Director | Business Consultancy

## Contact

18235 Baldwin Drive,  
South Bend, IN

574-361-7399

rwf8562@gmail.com

## Areas Of Expertise

- » Multi-million Dollar P & L Management
- » Organizational Restructure and Change
- » Strategic Alliances
- » Start-ups, Mergers, and Acquisitions
- » Process Improvement
- » Risk Management
- » Work-flow Planning
- » Cost Reductions
- » Total Quality Management
- » Lean, Kaizen
- » Statistical Process Control
- » Strategic Planning & Vision

## Summary

Commercially driven Business Executive offering 30+ years of Executive Management Experience in NYSE Listed Companies.

Is specialized in leading corporate development, strategic planning, market development, and operations with total P & L responsibility. Currently serving as Board Director of AireHealth and Managing partner of Warren Weston and Walker.

Has a proven track record of growing companies with innovation and expansion while managing divisions to achieve revenue growth.

Is often commended for a natural style of leadership, which is best described as visionary and transformational in style.

Seeking to join a Board of Directors or a Board of Advisors within the St Joseph County area.

## Professional Experience

### Board Directorships

**AireHealth**

Dec 2020 – Present

**Legacy Home Builders (NYSE)**

May 2020 – Dec 2020

**Skyline Champion Corporation (NYSE)**

June 2018 – May 2019

### Warren Weston and Walker, LLC

**Circle Finance, LLC** | South Bend, IN

June 2018 – present | **Founder and Managing Partner**

- » Manage a private consultancy company focused on entrepreneurial startups, early-stage companies in the technology, SaaS, or medical device space.
- » Provide businesses with strategic and operational insights to improve overall business performance and execution.
- » Circle Finance provides market-rate loans, accounts receivable factoring, and equity investments to businesses.

### Skyline Corporation –(SKY- NYSE) | Elkhart, IN

June 2015 to May 2019 | **President and CEO, Board Director**

- » Spearheaded a transformational change in a 63-year-old publicly traded housing company that had delivered 8 years of successive losses totaling over \$130m.
- » Returned the company to consistent profitability with a first-year bottom line improvement of \$12m. Stock price improvement of 700% during tenure, \$3.14 to \$34.17.
- » Shared value appreciation of 700% during tenure and instrumental in a strategic merger with the competitor to create the nation's largest publicly traded manufactured housing company.
- » Successfully attracted top talent, negotiated cost savings with key suppliers, and improved the top line by successfully communicating the value proposition to new and existing customers.
- » Improved company culture, implemented a change to product offerings, and oversaw improvements in price to value proposition.

## Skills

- » Leadership/communication skills
- » Operations and Finance
- » Goal-Oriented
- » Negotiation Skills
- » Strategic Thinker
- » Analytical
- » Strong in ideation and historical context

## Education

### Bachelor of Science

Management and Finance-Major  
Political Science-Minor

**Ball State University**, Muncie, IN  
1980 – 1984

- » Appointed by Indiana Governor Robert Orr to serve as the Student Member of the University Board of Trustees.
- » President of Student Center Governing Board and various other campus and community organizations.

## Community Service

### Past Chairman

JDRF Walk for the Cure  
St. Joseph County

### Past Vice Chairman

Economic Development Corporation  
of Elkhart County

### Past Board Member

Boys & Girls Club of Greater Goshen

### Past Chairman & Board Member

The Crossing Education Center  
South Bend

### Stakeholder

Jumpstart North Central Indiana

## Professional Experience

### Truck Accessories Group, LLC | Elkhart, IN

July 2013 to June 2015 | **President and COO**

TAG, LLC is North America's largest producer of fiberglass caps and tonneaus for light and mid-sized trucks.

- » Responsible for the total P & L performance of a \$125m+ company with five business units located in four states.
- » Delivered record EBIT performance and first year over year increase in unit sales in 12 years.
- » Reinvigorated company innovation initiatives and entered new markets and distribution channels. Oversaw a radical change in the distribution channel.

### SMART-Temps, LLC | Mishawaka, IN

2010 to July 2013 | **President and CEO**

- » Responsible for daily operations and strategic planning to drive growth of innovative, technology start-up company.
- » Managed Investor Relations, Operating Agreements, Strategic Partnerships, Vendor Negotiations, Market and Product Development.
- » Supported in raising investment for this start-up and negotiated with both suppliers and strategic distribution partners.
- » Developed additional market channels, oversaw early gazelle growth, and eventual agreement with M&A Broker leading to successful exit through a sale to a publicly-traded company.
- » Returned 10x to original investors in 7-year window.

### Dutchmen Manufacturing, Inc. | Goshen, IN

May 2000 to April 2009 | **President and Chief Operating Officer**

October 1998 to May 2000 | **Vice President of Sales**

- » President for a company with 1500+ employees, operating 11 facilities in Indiana and Idaho, producing multiple product lines for distribution to dealers in the US and Canada.
- » Directed the Vice Presidents of Sales, Finance, Operations, Human Resources, and Quality. Responsible for total P & L Management.
- » Grew company's top-line from \$95m to \$400m+ and realized growth from three plants, producing 4 product lines to eleven plants producing 20 product lines.
- » Established initiatives to drive cost reductions, reduce scrap, and improve overall product quality, through Lean Initiatives and use of Kaizen programs.
- » Responsible for product planning and innovation, dealer development, management of the sales organization, and implementation of sales initiatives.
- » Member of Executive Committee.

### Skyline, Inc. | Elkhart, IN

October 1994 to September 1998 | **Division Sales Manager**

- » Managed and trained the sales team, developed dealers, dealer worked on council initiatives and overall sales performance.
- » During tenure, sales grew from \$15MM to \$40MM by streamlining products and improving dealer distribution.

### Fleetwood Motorhomes | Decatur, IN

October 1987 to September 1994 | **Regional Sales Manager**

- » Established and managed Dealer Networks in the South, Midwest, and Northeast. Product trainer and innovative marketing efforts led to increased market shares.