

**CRAIG MARTON**  
**CEO ♦ President ♦ Board Member**  
**Private Equity Operating Executive & Partner**

**VALUE PROPOSITION**

- ✓ *Extensive world-class business and operational experience, with 20+ years in senior leadership roles. Including successfully completing six (6) operational and financial turnarounds... with two (2) successful sales/exits.*
- ✓ *Thorough understanding of what impacts financial performance of both private and public companies, as well as, the actions and/or counter-measures necessary to change course and improve cash flow, profitability, and balance sheet performance.*
- ✓ *Accomplished at business development, customer relationships and strategic alliances; successfully securing and growing “profitable revenues”.*
- ✓ *Patience and perseverance in the face of adversity; while demonstrating the appropriate sense of urgency and bias for action.*
- ✓ *A non-linear thinker who sees the big picture, yet comfortable rolling up sleeves and working with details.*
- ✓ *Gains the trust of owners, board directors, leadership teams, employees, customers, vendor partners and community through actions, work ethic and “servant” leadership style.*
- ✓ *Leadership style is both adaptive; meaning a fluid style taking into consideration the context of the environment and individual(s) involved AND participative/collaborative; meaning I seek input and counsel from others, and participate with those who are leading the decision making process.*
- ✓ *Personal vision statement: “Excellence with Integrity”, which I define as achieving superior performance in planning, execution and results; while adhering to a strict, ethical code of conduct and principles.*

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