

Steven Reder

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OBJECTIVE To expand my career as a Packaging Specialist using my skills and experience.

QUALIFICATIONS

- Customer-focused / strong manager / coach / mentor
- Resourceful problem solver / excellent stability
- Interact well at all levels, internally and externally
- Outstanding business development skills / persuasive communicator
- Budget / finance-focused manager
- Superior negotiator / outstanding forecasting skills / effective closing ability
- Full life cycle design, development, manufacturing of product expertise

CAREER OVERVIEW

Packaging Design Professional / Manager with extensive experience in all phases of the Graphics Industry, as well as packaging development / manufacturing / sourcing and quality control. Have worked closely with multiple long-term clients, providing full life cycle new product design / development in a number of companies, including Delta Lithograph. As a problem solver, am able to translate a client's desired result into a cost-effective solution, resulting in long-term client relationships. At this juncture, I'm looking to focus on packaging design.

PROFESSIONAL EXPERIENCE

6/15 to current *Taylor Communications*

National Packaging Specialist

Responsible bringing in additional revenue for the Label and Packaging Team and other Sales members with Packaging needs. Working with the Sales force on existing and New Staples customers to WIN additional sales revenue. Brought knowledge for Folding Cartons, Litho Laminated Boxes/Displays and recently Flexible Packaging.

- In the first year working with Staples achieved over 300% of Target
- Brought knowledge to other Salespeople the understanding and value of Packaging
- Worked closely with manufactures to insure Price, Delivery, and Service

1/04 to 6/15: *PM PACKAGING, Commerce, CA*
High Graphics Folding Carton and Litho-Laminated Folding Box Mfr.

Vice President

Responsible for U.S. Sales with an average of \$1Million per month. To achieve this run-rate, we retain/ grow our existing customer base through exceptional account management while developing new business through heavy prospecting. Manage 3 sales people. Review the financial package on a monthly basis with Management. Review / negotiate all contracts with customers, ensuring compliance with our ISO standards.

- Increased total sales volume by 22% year-over-year (11 years)
- Reduced waste paper by 6% through sourcing / purchasing paper to size
- By providing both design and manufacturing, saved Forever 21 12-13% on packaging

2000 to 2004: *QT,5, Westlake Village, CA*
National Distributor / Marketer of Consumer Package Goods to Retail

President

Responsible for new product launches and sales. Successfully introduced a highly controversial consumer product into the retail drug store chain market.

- As President of this firm, we grew from a privately-held entity to being publically traded

1995 to 2000: GRAPHIX PRESS, San Fernando, CA
Commercial Printing / Packaging Company

President

President / majority owner of this printing / packaging firm. Responsible for sales, marketing, finance and manufacturing.

- Purchased a failing business and through careful planning / execution, brought it to profitability within six months

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PROFESSIONAL EXPERIENCE

1986 to 1995: DELTA LITHOGRAPH COMPANY, Valencia, CA

Chief Financial Officer

Originally hired as the Controller. Promoted to CFO based on performance. Delta was a division of Bertelsmann (a multi-billion dollar international media company). My overall responsibilities were the day-to-day financials of the company adhering to financial rules for both the US and Germany.

EDUCATION / ORGANIZATIONS

Los Angeles Pierce College, Woodland Hill, CA
Associate of Arts Degree

Rotary Club of Simi Sunset

Simi Valley Police Foundation – Past Officer

Boys and Girls Club Simi Valley – Past Officer

Simi Valley Community Foundation – Past Officer

Simi Valley Chamber of Commerce – Past Officer

REFERENCES AVAILABLE UPON REQUEST