

W. ROBERT BEER

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BUSINESS DEVELOPMENT / MARKETING

Senior-level manager and consultant experienced in achieving profitable growth or repositioning through targeted marketing, new product development and M&A in domestic and international / emerging markets. Pragmatic understanding of and experience with sustainability initiatives, the Global Reporting Initiative (GRI) and third-party certification. Experience in both for-profit and non-for-profit environments. Strong leadership, management, analysis and communication skills

BUSINESS EXPERIENCE

Nowack-Beer Consulting, Brooklyn, NY

2004 - Present

Strategy, marketing, communications and training consulting services to help businesses translate responsible environmental and social policies, practices, and products into competitive advantage and bottom-line value.

FOUNDER

Provide strategy, marketing and communication services to clients ranging from multi-billion-dollar global companies to regional producers

- Conducted sustainability benchmarking, developed marketing strategies to capitalize on findings and enabled client to obtain new business with Fortune-500 accounts
- Created GRI-compliant Sustainability Reports for clients in Asia, Latin America and the US

Rainforest Alliance, New York, NY

2001-2003

International non-profit conservation group with certification programs in forestry, agriculture and tourism

DIRECTOR, SmartWood Program, Richmond, VT

Managed global forestry conservation program staff of 30 with 11 regional offices. Served as consultant and employee reporting to Executive Director

- Implemented strategic transformation of business model from franchise-fee partners to decentralized fee-for-service model with nine new regional offices while tripling certified area
- Instituted business measures and controls focused on revenue growth and cost management which increased net revenues over 50% and reduced losses to operating breakeven.
- Established consulting business measurements which increased staff billable time 56% and reduced dollar cost per full time staff member by 18%
- Created and implemented cost center monthly reports and tracking systems and a receivables collection process which reduced Days Sales Outstanding from 140 days to 67 days
- Reduced dependence on grants/loans by two thirds by implementing these business practices

W R Beer & Co., Brooklyn, NY

1999-2001

Business development consultant in forest products and specialty materials

MANAGING DIRECTOR

- Assessed equity investments in timber and lumber in Brazil for US investor
- Refined marketing strategy and sales focus for a premium printing papers business

Rayonier, Stamford, CT

1992-1999

A \$1 billion NYSE-listed global supplier of specialty pulps, timber and wood products

DIRECTOR, BUSINESS DEVELOPMENT

Directed and supported worldwide acquisition and internal growth programs

- Reduced market introduction time by 20% for new proprietary disposable diaper component (NovaThin™). Focused team efforts on key issues and product benefits for diaper producers
- Led field evaluation of investments in South America. Distilled into an in-depth assessment of opportunities in Brazil including acquisition targets and a country / market-entry strategy
- Directed investment analysis teams which evaluated acquisitions and joint ventures of 5 pulp mills, nearly a dozen solid wood and related timberland businesses in the Southern Hemisphere
- Led due diligence teams and negotiated two \$200 million cross-border acquisitions (Latin America/US; EU/US) to achieve growth in targeted business areas
- Led negotiations for joint venture between a Japanese trading house and a new wood panel business investment by Rayonier New Zealand

Jaakko Pöyry Consulting, Inc., Tarrytown, NY

1990-1991

North American management consulting arm of \$200 million world-wide engineering and management consulting business serving the forest products industry, its suppliers and customers

VICE PRESIDENT & DIRECTOR

IMCERA Group Inc., Northbrook, IL

1988-1990

A \$1.4 billion holding company with three companies in medical, specialty chemicals and animal health products. Formerly International Minerals and Chemicals Corporation, now the Mallinckrodt Group

DIRECTOR, STRATEGIC PLANNING

International Paper Company, Inc., New York, NY

1976-1988

Diversified \$8 billion international forest products company.

VICE PRESIDENT and GENERAL MANAGER, Transo Envelope 1986-1988

GENERAL MANAGER, Custom Packaging Division 1983-1985

DIRECTOR, CORPORATE STRATEGIC PLANNING 1980-1982

Strategic Planning and Business Analysis positions 1976-1979

Previous Experience

Sales and Marketing

EDUCATION & TEACHING EXPERIENCE

M. B. A., The Darden School.....University of Virginia

B. A., History/Mathematics.....University of Maryland

Visiting Professor of Marketing, Graduate Business School, University of Capetown, Capetown, Republic of South Africa

Spring, 1982

Assistant Professor of Management, University of Southwestern Louisiana

1967-1968