

**Capital Consulting, LLC  
Principal Consultant Resume**

**Rolland D. Fields**

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**EDUCATION**

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**Aquinas College**, Grand Rapids, MI  
Master of Science degree in Management

**Marshall University**, Huntington, WV  
Bachelor of Science degree

**PROFILE**

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**Senior Management • Business Development • M&A • Human Resources  
Sales & Marketing • Strategic Planning • P&L Responsibility**

Dynamic senior level executive offering visionary leadership and solid management expertise, identifying and acquiring target companies, increasing revenues and dramatically improving bottom line performance through aggressive utilization of proven business and managerial techniques. A born competitor who recognizes opportunity and plays to win.

**QUALIFICATIONS SUMMARY**

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**Over twenty years** of accomplishments in business development and human resources management, directing large-scale regional distribution operations. Over ten years of full P&L responsibility, with a proven record of teambuilding, strategic partnering and long term planning. Led successful executive level marketing and restructuring campaigns in corporate environments where sustainable growth spelled *survival*. Key competencies include:

- Corporate Direction, Mission and Focus
- Acquisitions & Merger Integration
- Corporate Finance Management
- Profit Optimization/Corporate Finance
- Staffing, EEO/AAP, Union Avoidance
- Contract Negotiations and Closing
- Corporate Direction, Re-engineering, Mission and Focus
- Marketing Strategies and Sales Management

**CAREER SYNOPSIS**

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**Capital Consulting, LLC**, 2843 East Grand River, Suite 225, East Lansing, MI 48823      **2001- Present**  
Business Phone: 517-706-0209 • Fax: 517-706-0209  
*PRESIDENT/OWNER*

Established to provide management support for retail, wholesale, distribution and small to medium size companies of all types to assure profitability and provide communication and training tools necessary for employee development at all levels. By analyzing historic, current and future trends of the organization and industry, growth can be accelerated by coaching, teaching, training, motivating, writing and

**Résumé of Rolland D. Fields**, continued

communicating strategic and business plans. Key areas of expertise lie in sales, marketing, productivity and employee relations as modeled in effective best practices for bottom line results.

**S. Abraham & Sons, Inc. (SAS), Grand Rapids, MI** **1985-2001**

*CHIEF OPERATING OFFICER & BOARD OF DIRECTORS MEMBER* 1991-Present

*\$750 Million wholesale Distribution Company with 1200 employees.*

Assumed full P&L responsibility for a 14 state territory, directing seven vice presidents in sales and marketing, purchasing, finance, IT, warehouse operations, HR, and transportation. Handling 20,000 sku's marketed to retail convenience stores, drug, grocery, and mass-merchandise stores.

- ✓ Identifying administrative and functional duplication, headed up a vast restructuring from the top down. The newly formed, more responsive management team resulted in a savings of over \$1 Million annually since 1994.

*DIVISIONAL PRESIDENT, MILWAUKEE, WI* 1989-1991

*\$100 Million wholesale Distribution Company with 225 employees.*

Spearheaded operations and capitalized on historic opportunities for divisional growth. Territory included retail outlets in Wisconsin, Illinois, and Minnesota, selling 8,000 items to include tobacco, candy, cigars, cigarettes, groceries, H.B.C., frozen, dairy, and general merchandise.

- ✓ Recognizing low morale and poor customer relations as a direct cause for poor divisional sales, and taking on the burden of supporting a newly constructed distribution center, personally analyzed the operation by going on routes with sales reps and drivers and listening to staff and customer concerns. Through personal example and sincere relationship rebuilding, sales grew from \$40 Million to \$100 Million in three years.

*EXECUTIVE MANAGEMENT DEVELOPMENT PROGRAM, GRAND RAPIDS, MI* 1989

Trained in all aspects of company operations in five sister organizations in preparation for major promotion to executive level.

*DIRECTOR OF HUMAN RESOURCES, GRAND RAPIDS, MI* 1985-1989

Handled all Generalist functions of proactive employee relations (in a non-union, decertified company), including recruiting, training, benefits administration, payroll, compensation, and EEO/AAP.

- ✓ Directly negotiated with eight strategically selected companies for purchase, including local competitors, synergistic suppliers and tangential territory distributors. Successfully integrated four, increasing sales by \$200 Million with inventory purchases at less than 80 cents on the dollar. Greatly increased market share and customer response time.

**Gray Drug Fair, Cleveland, OH** **1983-1985**

*A subsidiary of the Sherwin Williams Company*

*DIVISION DIRECTOR OF PERSONNEL ADMINISTRATION*

Designed wage, salary, and personnel programs for 410 satellite stores. Functions included performance appraisals and merit reviews, divisional policy and procedure for compensation administration, and job evaluations under the HAY SYSTEM were key responsibilities. Recruiting (all types and levels), all professional hiring, union avoidance and bargaining, manpower planning, and strategy planning.

**Thrift Drug Company, Pittsburgh, PA** **1977-1982**

*A division of J.C. Penney Corporation*

*MANAGER OF PERSONNEL ADMINISTRATION*

Responsible for all HR functions for 5,000 employees located in 400 retail drugstore locations.

