

MICHAEL H. DUBOIS

Resume

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BACKGROUND

A diversified professional with over 40 years of combined experience in executive management, general management, sales management, operational management, marketing and sales. A proven leader with excellent communication skills, with the ability to organize management teams, analyze options, create solutions, build effective teams, motivate staff to action and produce profitable results.

KEY SKILL SUMMARY

LEADERSHIP, MANAGEMENT, STRATEGIC PLANNING, QUALITY ASSURANCE, P & L, BUDGETING, FORECASTING, EMPLOYEE DEVELOPMENT, MARKET ANALYSIS, PROMOTIONAL CAMPAIGNS, TROUBLESHOOTING, PUBLIC SPEAKING, START-UPS, TURNAROUNDS, CUSTOMER SERVICE and PROJECT MANAGEMENT.

PROFESSIONAL EXPERIENCE

DuBois Resources & Solutions, LLC May 4, 2018 to Present

Owner – April 2020 to Present

Since I am no longer employed with Vetagro, I decided to start over again with my LLC. It gave me a great opportunity with Vetagro, and I am sure there is another company that can use my years of experience. As before, my plans included consulting and 1099 employment for companies that can use my knowledge and experience.

Vetagro, Inc May 4, 2018 to March 31, 2020

US Ruminant Business Development – May 2018-March 2020

- Ó **SHARED** contact management list. **Results:** From my data base we were able to e-mail personal contacts across the US introducing them to Vetagro and their products. We attended conferences and introduced the company to over 551 new prospects the first year.
- Ó **DEVELOPED and IMPLEMENTED** contact management list. **Results:** our expansion plans are easier with account information for everyone, personal records on each account, a more efficient staff and increased communications
- Ó **ORGANIZED and DEVELOPED** the US sales area. **Results:** our organization and development efforts resulted in more customers and sales with growth plans
- Ó **ORGANIZED and IMPLEMENTED** promotional and exposure campaign. **Results:** efforts resulted in an increase of those caring our product, in revenue, in tons, in cow numbers, and in consultants. Our increases included both promotional sales and full price sales.



- Ó **Hiring** the right people. **Results:** we pulled a team together that gave our US ruminant business the best year in 2019 with room to expand even more in years to come.
- Ó **PROMOTED A TEAM EFFORT** between sales and staff. **Results:** Our team efforts paid off with a better communication and working relationship between our US and Italian teams.
- Ó **PROMOTED GROWTH** in Canadian. **Results:** our team completed sales agreements with a top distributor in Canada and worked with consultants to get our products registered in Canada.
- Ó **US Ruminant Business** had a 317 % increase over our 2019 budget.
- Ó **US Ruminant Business** had a 100% increase in new customers business for 2019 over 2018.
- Ó **US Ruminant Business** new forecast for 2020 showed a 222% increase over our 2020 original forecast and a 245% increase over 2019 sales.

DuBois Resources & Solutions, LLC November 24, 2017 to May 4, 2018

Owner – Nov 2017 to May 2018

After the challenges faced with R&D LifeScience's, I decided to start my own business and formed DuBois Resources & Solutions, LLC. Plans included consulting and 1099 employment for companies that can use our resources and solutions. My first customer was Vetagro, Inc. that resulted in full employment on May 4, 2018 through March 31, 2020. Future plans include more of the same and look forward to working with another companies.

R&D LifeSciences, LLC February 15, 2013 to November 24, 2017

Vice President – Jan 2015-Nov 2017

Director of Sales North America – Jan 2014-Dec 2014

National Business Development Manager – Feb 2013-Dec 2013

*Plan, direct, control and coordinate **sales & marketing activities** in the US. Focus sales endeavors on meeting and/or exceeding established volume and profit goals.*

- Ó **SHARED** contact management list. **Results:** From my data base we were able to e-mail personal contacts across the US introducing them to R&D and their products. We attended 3 conferences in the first four weeks of employment and personally introduced the company to over 200 new prospects.
- Ó **DEVELOPED and IMPLEMENTED** contact management list. **Results:** our expansion plans are easier with account information for everyone, personal records on each account, a more efficient staff and increased communications
- Ó **ORGANIZED and DEVELOPED** the US sales area. **Results:** our organization and development efforts have resulted in more field trials, promotional evaluations and new business.
- Ó **ORGANIZED and IMPLEMENTED** promotional campaign. **Results:** our efforts have resulted in an increase of those caring our product, in revenue, in tons, in cow numbers, and in consultants. Our increases included both promotional sales and full price sales.
- Ó **Hiring** the right people. **Results:** we pulled a team together that gave us the best year in 2017 with room to expand even more in years to come.
- Ó **Best month** in the history of the company 2017.
- Ó **Best year** in the history of the company 2017.
- Ó **From 2012 to 2017** we increased company business by 421 %.

Biozyme, Inc. August 16, 2010-February 15, 2013

Dairy Business Manager

*Plan, direct, control and coordinate dairy **sales & marketing activities** in the high plains and help in other regions of the US. Focus sales endeavors on meeting and/or exceeding established volume and profit goals.*

- Ó **DEVELOPED and IMPLEMENTED** contact management list. **Results:** our expansion plans are easier with account information for everyone, personal records on each account, a more efficient staff and increased communications
- Ó **ORGANIZED and DEVELOPED** the high plains sales area. **Results:** our organization and development efforts have resulted in more field trials, promotional evaluations and new business.
- Ó **ORGANIZED and IMPLEMENTED** full court press promotional campaign. **Results:** our efforts have resulted in an increase of those caring our product, in revenue, in tons, in cow numbers, and in consultants. Our increases included both promotional sales and full price sales.

Omega Protein, Inc May 24, 2004-May 17, 2010

SALES MANAGER - AGRIPRODUCT

As Director, Agriproduct Sales part of my duties was to find a full time Director of Logistics so that I could take on a direct marketing and sales roll for the company in North America and some overseas countries. Mission accomplished.

- Ó **EXPANDED** customer base after losing a large portion of our ruminant business. **Results:** increased sales volume above previous client base and provided an opportunity to work with other species as equine, swine and poultry.

DIRECTOR, AGRIPRODUCT SALES

*Plan, direct, control and coordinate dairy and beef **marketing and sales activities** for company in North America and some overseas countries. Focus sales endeavors on meeting and/or exceeding established volume and profit goals.*

- Ó **DEVELOPED and IMPLEMENTED** equalization of pricing and freight rates to specific geographic areas. **Results:** better customer service, more efficient staff, increased communications and increased sales.
- Ó **DEVELOPED and IMPLEMENTED** new customer pricing system. **Results:** better customer service, more efficient staff, increased communications and increased sales.
- Ó **EXPANDED** rail delivers to customers. **Results:** increased sales and better customer service.
- Ó **DEVELOPED and IMPLEMENTED** contact management database. **Results:** our expansion plans are easier with account information for everyone, personal records on each account, a more efficient staff and increased communications
- Ó With past history and new programs we **INCREASED** sales by 21% in 2004.

MIN-AD, Inc. 1999-May 24, 2004

VICE PRESIDENT OF SALES – NORTH AMERICA

*Plan, direct, control and coordinate **marketing and sales activities** for company in North America. Focus sales endeavors on meeting and/or exceeding established volume and profit goals.*

- Ó **FURTHER DEVELOPED and IMPLEMENTED** warehouse and distribution system, expanded rail deliveries, increased bulk shipments and contact management database. **Results:** increased transportation efficiency, better customer service, more efficient staff, increased communications and increased sales.
- Ó **DEVELOPED and IMPLEMENTED** transportation agreement with trucking companies. **Results:** increased transportation efficiency, better customer service, more efficient staff and increased sales.
- Ó **INCREASED** sales by 11.34%.
- Ó **Best week** in the history of the company 2003.
- Ó **Best month** in the history of the company 2003.
- Ó **Best year** in the history of the company 2003.

VICE PRESIDENT OF SALES – WESTERN REGION

*Plan, direct, control and coordinate **marketing activities** in assigned marketing territories. Focus sales endeavors on meeting and/or exceeding established volume and profit goals.*

Ó **DEVELOPED and IMPLEMENTED** warehouse and distribution system, expanded rail deliveries, increased bulk shipments and contact management database. **Results:** increased transportation efficiency, better customer service, more efficient staff, increased communications and increased sales.

Ó **INCREASED** sales by 30%.

Kemin Industries 1996 - 1999

REGIONAL SALES MANAGER

Directed regional budgeting, marketing, sales and service in Texas, New Mexico, Oklahoma, Kansas, Colorado, Nebraska, Wyoming and Montana. Managed sales force and coordinated efforts between company and distributors.

Ó **IMPLEMENTED** a program to market and re-launch a product within a geographic area. Analyzed markets needs and potential, organized local research efforts. Supported local organization, developed a need, convinced nutritionist of need and sold the end user. **Results:** Successfully introduced new product by solidifying ten new contracts for the first year.

Ó **INCREASED** one-product line sales by 379% in three years.

PM AG Products, Incorporated 1979 – 1996

REGIONAL SALES MANAGER

*Led a sales force of over 15 sales representatives and 15 distributors covering the southeast and southwest United States. Managed all phases of marketing **and sales**. Managed all national accounts with total revenue responsibilities of over \$25 million a year.*

Ó **DEVELOPED and MERGED** long-term sales and support agreement with the larger account in the southeast United States. Organized sales force, production, transportation and customer service to demonstrate our company could provide the quality products, sales and support needed to earn their business. **Results:** After shipping the first account, we acquired all six of their locations and maintained the business the entire time our team was serving their business. Total gross margins over \$1.5M per year.

Ó **INFLUENCED** management to hire additional salesman to meet budget. After hiring new salesman, we reorganized area in order to more concentrate on our customers and prospects. **Results:** Met budget and doubled our business within two years.

GENERAL MANAGER

Managed all phases of operations, personnel, administration, marketing, sales, customer service, purchasing, transportation, technical services, quality control and terminal affairs.

Ó **DELIVERED** new account after being dissatisfied with product. Took immediate action on problem and made no excuses for poor service. Did convey that neither of the above would happen again and assured that over time we could handle the business. **Results:** Company has maintained business since that date and this account remains their largest account.

Southeastern Louisiana University 1976 – 1979

EXECUTIVE DIRECTOR

Managed the affairs of the Southeastern Louisiana University Alumni Association, Development Foundation, and University Public Relations Program.

- Ó **DEVELOPED** a program to increase membership and awareness of our university by organizing an effective board of directors, developed an effective club program, directed a more involved community campaign, and redirected our main form of communications. **Results:** Increase in membership by 400%, increased level of giving by 106%, increased our total dollars given by 353%, increased our publication distribution to all graduates, and became an active participant in chamber, city and community affairs.

PM AG Products, Incorporated 1973 – 1976

SALES REPRESENTATIVE

*Managed all sales, collections, reports, product development, **Marketing**, budgeting and account relations for a multistate area.*

- Ó **DEVELOPED** long-term sales agreement with largest account in sales area. Over a period of two years, never gave up on ability to sell this regional account on our quality products, service and commitment to them as a customer and the industry as a whole. **Results:** After receiving the first account, we acquired all five of their locations and maintained the business entire time I was their sales manager. The total gross profits were over \$1M per year.
- Ó **Market Research** I was responsible for completing the market research and then moved into the marketing and sales on a new product **Results:** The company developed a new division for the product and sales exceeded expectations.

United States Air Force/Air National Guard 1971 – 1975

PILOT

Completed Officers Candidate School, Undergraduate Pilot Training, Land Survival, Water Survival, and F100 Combat School.

- Ó Completion of the above resulted in combat-ready status and an FAA commercial instrument ticket.

EDUCATION

Bachelor of Science in Animal Science, Southeastern Louisiana University