

**WESLEY D. LEE**  
**President – Lee Advisory Services**

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**Outstanding communicator able to build solid business relationships across all levels. Effective leadership through careful listening, analysis of financial/business considerations, strategic thinking and employee engagement. Visit my website at [www.weslee.biz](http://www.weslee.biz) for more services and published articles.**

**Senior Executive with 35+ years domestic and international experience in operations, sales, marketing, P&L management, finance, startups and turnarounds.**

- \$460+ million sales with 55% increase year over year
- 20%+ Return on Assets achieved for 9 straight years

**Results-driven leader who repeatedly surpassed revenue and market share expectations.**

- \$60 million revenue increase realized in 3 years by revitalizing US sales organization
- Reversed \$6 million loss to \$3 million profit in 3 years for European division

**Business strategist adept at overcoming obstacles by focusing on core competencies to maximize sales and profits.**

- Consolidated 5 plants and 2 parts depots into single Heidelberg, Germany location
- Ignited 33% growth over 3 years through a network of 50+ distributors across North America

**Accomplishments:**

- Member of US-USSR Trade and Economic Council
- Member of "The 50th Anniversary Battle of Normandy Foundation"
- Member Executive Committee, Volvo Construction Equipment - Americas
- Chairman Church Council, South Reno United Methodist Church, Reno, NV.
- Member National Association of Corporate Directors, Charlotte Chapter
- Published Author – “Six Management Actions” & “Don’t get locked in your office”

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**Professional Experience**

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**Vice President Key Accounts & Remarketing Services**

**Volvo Construction Equipment – Region Americas, Shippensburg, PA                      2004 to 2013**

Leading National Accounts, National Rental Accounts, Government Accounts and Remarketing line functions. Member of Executive Committee and Chairman of Global

Remarketing Council. Aggressive double digit growth strategy with sales of greater than \$460 million in 2012.

## **Director Customer Solutions**

### **Excavator Business Line, Seoul, Korea**

Leading customer driven segmentation research, formulating marketing strategy and executing growth business plans for forestry, civil engineering, material handling, demolition and extraction industry segments launching 4 new forestry models, 4 new demolitions models in 2006.

## **Director, North American Heavy Range Products**

### **CNH N.V., Racine, WI**

**2000 to 2004**

Development of strategy and implementation of tactical plans for introduction of 35 new models - 11 excavators, 5 dozers, 4 motor graders, 2 articulated trucks, 7 vibratory rollers, 3 wheel loaders and 3 compact wheel loaders. Assumed additional responsibility of all brands (Case, New Holland) in North America in 2003 generating additional sales of over \$500 million.

## **President**

### **Eagle Picher Minerals Division, Reno, NV**

**1990 to 1999**

Full P&L responsibility for \$64 million division of \$900 million corporation. World's #2 supplier of diatomaceous earth and perlite products, grew revenue 7% per year, introduced TQM, obtained ISO 9002 registration, opened European headquarters, formed JV with Turkish company, launched 5 new products and expanded facilities.

## **Vice President Marketing and Sales**

### **Komatsu Dresser Co., Lincolnshire, IL**

**1983 to 1990**

Directed all marketing, sales, advertising, promotions and distribution for the \$1 billion construction and mining equipment company. Designed, developed and implemented dual brand strategy to maximize revenue and earnings.

## **Vice President Sales**

### **Dresser Industries, Construction Equipment Division, Libertyville, IL**

**1986 to 1989**

Revitalized \$270 million sales organization with 4 regions, 30+ staff and network of 50+ independent distributors, increased revenue 33% with the introduction of unique sales techniques designed to increase market share and profitability.

## **Managing Director**

### **Dresser Industries, Inc., Heidelberg, Germany**

**1983 to 1986**

Managed P&L for \$100+ million division providing construction equipment across Europe, Africa and the Middle East. Extraordinary profit and loss turnaround from \$500K-per-month loss to \$250K-per-month profit. Consolidated 7 operations in France, Germany and England.

## **Managing Director**

### **CETCO (Construction Equipment Trading Company), London, England**

**1980 to 1983**

Managed \$35 million joint venture between International Harvester and its licensee, BUMAR/HSW of Poland to market Polish-manufactured construction equipment, spare

parts and service to a variety of customers and countries. In 3 years, turned \$100,000 investment into profitable \$35 million business with 20 employees in Poland and England.

### **Manager of Programs**

**International Harvester Co., (Construction Equipment) Schaumburg, IL 1972 to 1980**

Managed business development of 5 major license and joint technology agreements with Poland to negotiated and implemented joint ventures, enabling multi-million-dollar growth in Europe.

### **Early Career Positions included:**

**Chief Engineer / Sales Engineer**

**Kysor Industrial Corporation, Byron, Illinois**

**Project Engineer – Body Development Department**

**Engineering Trainee – Motor Truck Division’s Design and Test Center**

**International Harvester Company, Fort Wayne, Indiana**

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### **Education**

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**Master of Science in Management (MSM)**

**Lake Forest School of Management, Lake Forest College, Lake Forest, IL 1979**

**Dresser Industries Inc. – Executive Development Program 1986**

**Associate Diploma, Mechanical Engineering**

**Gale Institute, Bloomington, MN 1961**

**Willing to relocate in US or abroad. Conversational German and Polish.**

**Excellent health; exercise enthusiast. Married with grown children.**