

# RICHARD T. RUEBUSCH

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## EXECUTIVE SUMMARY

A globally experienced President with full P&L responsibilities serving the Energy, Capital and Consumer Products value streams. Demonstrated ability to provide leadership, motivation and direction to diverse teams to acquire and retain high profile customers. Recognized as an energetic and creative solutions provider focused on building customer and shareholder value. An enthusiastic and driven manager with a wide range of business acumen successfully delivering bottom line results in both distributor and direct markets in National and International multi site wholesale and retail environments.

## CAREER HIGHLIGHTS

### **SPX CORPORATION**, Charlotte, NC

2007-2010

*SPX is a fortune 500 publically traded global capital goods manufacturer specializing in power, energy and process infrastructure technologies. The Dehydration and Filtration unit is a globally positioned air treatment provider specializing in highly engineered desiccant and refrigeration air dryers serving the global energy, pharmaceutical and electronic industry.*

**President: Dehydration and Filtration**, Ocala, Florida

*Full P&L responsibility for this \$250mm International SBU with Globally positioned operations in the Americas, EMEA and Asia Pac.*

- Led M&A initiative to successfully divest \$120mm Euro based air filtration entity.
- Completed Korean acquisition leading to an incremental \$30MM in Sales/year.
- Increased operating profit 25% in the first year.
- Improved cash flow conversion from 56% to 100%.
- Integrated SAP into Korean and German entities yielding full SOX compliance.
- Drove YOY top line Sales by 12% in the midst of significant economic headwinds.
- Integrated CRM software and website overhaul including the integration of Big Machines for Internet based sales of aftermarket and standard OEM product.
- Streamlined sales and marketing staff-reducing SG&A by 12%
- Integrated advanced Lean models into business via the introduction Hejunka and scroll boards to improve order processing reducing quote and cycle time by 50%.

### **MTD CONSUMER PRODUCTS**, Valley City, OH

2004- 2007

*MTD is a privately held global leader in the lawn and garden products industry serving both the consumer and commercial markets. With over 4000 employees globally and \$2.5 billion in annual trade sales MTD is venerable competitor in the complex and diverse outdoor power equipment market.*

**Executive Vice President – Powertrains**

*Full P&L responsibility for this \$160MM Globally positioned Power train group.*

- Negotiated renewal of GE 5 year LTA valued at \$250mm.
- Extensive lean activities deployed saving \$2.0MM per year.
- Improved inventory turns by 62% saving \$4.5MM per year
- Extensive M&A activities including the creation of the Infnittrak JV introducing innovative traction drive transmissions for the bicycle and lawn and garden markets.
- Responsibility for the China engine sourcing team initiative saving over \$20 million per year.
- Launched new product line at Home depot leading to an increase of 35% in sales in the premium lawn tractor category.
- Grew India supply chain from \$2MM to \$12MM in two years saving \$3MM/year.

**TECUMSEH PRODUCTS COMPANY, Tecumseh, MI** 1998-2004  
*Tecumseh produced a full line of small gas engines and transmissions serving the global lawn and garden market. In leading this group it was essential to create strong alliances with OEM's and Big Box merchandisers in a B to B and B to C setting.*

**Global Executive Group Vice-President – Engines & Transmissions, Grafton, WI**  
*Complete P&L responsibility of this \$400MM globally positioned enterprise with 9 plants in 4 countries and over 4000 employees serving the complex and diverse OEM and custom retail markets in the U.S., Europe, South America, India and Austral/Asia.*

- Grew business by 25% over 3 years leveraging strong relationships with Big Box Mass merchandisers and OEM's.
- Restructured Sales and Marketing group reducing SG&A by 25%.
- Completed successful acquisition of Motoco in Czech Republic.
- Completed Greenfield start up of Low cost manufacturing center in Curitiba *Brazil*.
- *Launched motorsports program boosting brand awareness by 100%*

**VP and General Manager- Tecumseh Global Transmission Division**

- Full P&L for this \$120mm operating division.
- Launched 5 new transmissions and filed 6 patents.
- Launched Lean initiatives improving OP by 25% in two years

**CLOPAY BUILDING PRODUCTS, Cincinnati, Oh** 1995-1998

**Plant/General Manager**

Atlas/Roll-lite Division-Orlando, Florida

*World's leading supplier of consumer and commercial engineered access systems.*

- *Full P&L responsibility of this Domestic & International \$45mm business unit.*

**PRECISION CASTPARTS CORPORATION, Portland, OR** 1988-1995

*World's leading supplier of aerospace specialty alloy investment castings*

**International Business Unit Manager** (1992- 1995)

**Manager Engineering** (1990- 1992)

**Research Engineer** (1988- 1990)

**GE- AIRCRAFT ENGINE BUSINESS GROUP, ASD, Cincinnati/Singapore** 1985- 1988

*World's leading supplier of military and Commercial Aircraft, Industrial/Marine Turbine Engines*

**Lead Technology Engineer**- Singapore Repair Facility

## EDUCATION & PROFESSIONAL DEVELOPMENT

BS Engineering-The Ohio State University-

Executive Management Development Program, GE-Crotonville

International Marketing Program, GE-Crotonville

Six Sigma Training-Waves 1&3 (Black Belt)

Lean Manufacturing-University of Kentucky

## MEMBERSHIPS AND LEADERSHIP ACTIVITIES

**Board Member** - Outdoor Power Equipment Industry (OPEI) – Washington D.C.-

**Marketing Services Chair**, Technology/Governance Chair, CAAC/EPA chair

**Board Member** - Tecumseh Europe- Torino, Italy

**Board Member** - Jemaco Korea, Motor Jikov-Czech Republic,

**Board Member** -TMT Motoco Do Brazil-Curitiba Brazil