

PETER S. JAMISON

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OPERATIONS / GENERAL MANAGEMENT / MARKETING EXECUTIVE

Business Development • Strategic Alliances • Turnaround

Decisive customer- and results-driven Executive with track record of driving revenue and profit improvements in challenging environments. Forward-thinking leader and enterprising problem-solver successful in re-invigorating infrastructure, processes, and marketing strategies resulting in continuous growth and revenue and profit gains. A proven performer who moves easily from vision to conception to implementation. Strong team builder. A motivator inspired by an opportunity to construct and shape a company

EXECUTIVE LEADERSHIP COMPETENCIES

- Business Process Reengineering
 - Revenue/Market Growth & Profit Improvement
 - Competitive Product & Service Positioning
 - Advertising Conceptualization & Programming
 - Major account development and management
 - Cost Analysis/Cost Reduction
 - Multi-Site Operations
 - Strategic/Tactical Planning
 - Market Analysis
 - Recruiting & Training
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PROFESSIONAL EXPERIENCE

GENERAL OPERATIONS MANAGER 1989-Present
Edwards Supply, Incorporated, Rochester, New York

Shoulder full operational management of the largest family-owned furniture wholesale/retailer in Central New York.

Provide strategic direction and daily operations management for a furniture sales company with annual sales of \$18 million, two locations, and 50 direct reports. Full responsibility for product selection and price programming, compensation packages, customer relationship management, purchasing and inventory, logistics, advertising, public relations, business models and other conceptual dynamics. Develop and implement profitable advertising strategies and campaigns, presiding over an annual advertising budget of \$200K. Oversee and direct a regional sales force, including sales training and developing motivational programs and incentives. Maintain beneficial relationships with executives and crews at all major network television and radio affiliates in the Central New York region.

KEY RESULTS

- Increased annual gross profit by \$500K (12.8%)
- Increased gross profit percentage by 26.73%
- Reduced annual sales expenditures by \$300K (16.44%)
- Reduced annual advertising expenditures by \$71K (41%)
- Reduced warehousing & delivery expenses by \$105K (12.56%)

This growth will be sustained through year-to-date 2007 with projected gross profit dollars of \$5.5 million and gross profit percentage at 25.13% on sell. Cost restructuring has also been sustained with total sales expense projected to be \$1.2 million, total advertising expense to be \$98,000 and total warehousing and delivery expense to be \$625,000.

CONSULTANT

DeBala Research, LLC, New York, New York

Retained as a hedge fund consultant to institutional investors in the consumer products, construction and logistics industries, regarding market and pricing trends, materials availability and general industry forecasts in light of current and projected domestic and global situations.

CHIEF OPERATING OFFICER

Peterson Residential Properties, LLC, Rochester, New York

Member of a group of three shareholders involved in the purchase, renovation, management and sales of multiple unit student housing properties in the University of Rochester area. Personally handle marketing, advertising, maintenance, leasing, financing and bookkeeping.

EDUCATION

B.A., Political Science, University at Notre Dame, South Bend, IN

PROFESSIONAL AFFILIATIONS

Member of the Society of Industry Leaders
Member, Home Builders Association
Member, National Furniture Association
Member, Ameritus Buying Group, LTD