

DONALD W. KARN

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CAREER SUMMARY

GENERAL MANAGEMENT EXECUTIVE with over 25 years experience with successful results in multilevel marketing, direct selling, party plan and network marketing. Strong strategic leadership. Effective team builder with independent contractors and employees. Highly motivated. Successful at motivating and leading Field Sales Force.

PROFESSIONAL EXPERIENCE

Matthias Rath, Fremont, CA
CEO

2002- Present

Led a turnaround of a privately held U.S. Division of a European company, developed and implemented strategies that enabled the sales, distribution, education and infrastructure to stand on its own and become profitable. Turned around financial picture by increasing the sales in all channels and improving internal processes in order to ensure effectiveness and cost control. Also led International Business Development initiatives.

Independent Consultant

2001 – 2002

Worked with start up companies to develop plans for business and organizational development. While allowing for personal growth and development.

Incomnet Communications, Irvine, CA

2000 – 2001

President, Simple 2 Net Division

Developed and implemented strategies to re-launch a powerful network, marketing company. Re-launched and repositioned existing organization including the development of a new field compensation plan. Turned around three-year decline in customer and associate base. Produced an increase in active customer count, associate sponsoring and sales leader development. Contributed significantly to the increase in net valuation of the parent corporation.

Shaklee Corporation

1989 – 2000

COO San Francisco, CA (1998-2000)

Includes previous disciplines plus marketing, product marketing, business information, health sciences, communications, creative services and public relations.

Senior Vice President Sales & Customer Satisfaction, San Francisco, CA (1995-1998)

Developed strategies for a highly successful network marketing company. Successfully implemented a new sales plan. First month after implementation, over 1,000 new sales leaders appointed. Developed a strong internal home team. Improved customer satisfaction.

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CEO & President -Shaklee Canada, Burlington, Ontario, Canada (1992-1995, 1997-2000)
Turned around declining sales and profitability picture. Developed strong home and field team leadership organization.

Vice President-Latin America, San Francisco, CA & Ontario, Canada (1994-1995)
Developed strategy for future market entries and restored sales turnaround and profitability initiatives for Shaklee Mexico.

National Director of Sales Operations, San Francisco, CA (1991-1992)
Responsible for sales operations for all three regional customer satisfaction centers (California, Chicago, and New Jersey). Also led corporate team in launching Shaklee Mexico

Western Regional Sales Director, La Palma, CA (1989-1991)
Responsible for sales, service and operations in the Western Region of the United States. Recorded highest performance of all three regions.

Creative Circle, Gardena, CA **1982-1989**

Group VP, Sales & Distribution

Responsible for distribution, customer service and sales support. Also responsible for sales growth and leadership development as well as supervising the activities of the Regional Vice Presidents. Directed in house marketing and sales incentive programs.

Regional Vice President (1982 – 1986)

Responsible for the sales growth and business development of the western U.S. In addition planned and implemented standard training program, meeting formats and agendas. Organized and presented major field events including incentive travel and recognition.

Norell Temporary Services, Covina, CA **1981-1982**

Branch Sales Manager - Three branches

Branch Manager responsible for three offices that led the company in total hours billed. Responsibilities included personnel sales, sales management, operations and service delivery.

Tri-Chem, Cerritos, CA **1977-1981**

Center Manager, Distribution, Customer Service & Operations

Responsible for distribution, finance, IT and customer service operations that supported the field organization. Also supervised a sales district and remote distribution facility. Increased efficiency and bottom line performance.

Zone Sales Manager, Sales (1977-1979)

Responsible for leading, growing, training and developing field sales organization of independent contractors in a party plan channel.

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Avon Products, Newark, DE

1969-1977

Manager – Human Resources

Responsible for managing the human resources department including training, compensation, benefits and employee recognition. Ensured an Avon victory (largest percentage in company history) in union organizational campaign.

Division Sales Manager

Responsible for the leadership and management of 18 District Sales managers. This included recruiting, sales development and District Sales manager training and development.

Management Associate – Field Operations (Sales)

Responsible for supporting Branch Sales management. Developed profits plan for both the branch and consolidated the national plan. Instrumental in the implementation of new programs and new product introductions. Played a major role in organizing and running manager conferences.

Progressed through the management development program. Held positions of:

Assembly Line Supervisor (top productivity performers in the U.S.)

Packing Line Supervisor – improved productivity and quality as well as morale.

Order Entry Supervisor – consolidated operations and improved relationship with data processing department.

Mail Reading Supervisor – turned around floundering organization and set and reached national response time standards.

EDUCATION

Lehigh University, Bethlehem, PA

MBA - Business Economics

BS - Business Economics (Marketing Major)