

Application

Complete the application, attach a letter of interest, a resume, or any other documents showing your current qualifications and interests.

Name: Pat K. Schneider

Address: [REDACTED]

Tumwater, WA 98512

Telephone: (Home) _____

(Mobile) [REDACTED]

(Work) _____

Date: 4/12/24

Email: [REDACTED]

Review the Advisory Board, Commission, and Committee descriptions and rank your preferred assignments with #1 indicating first choice, #2 second choice, etc.

Board, Committee, or Commission	Preference Number
<u>Barnes Lake Management District Steering Committee</u> Eleven members; Mayoral appointment; two-year terms; active	<u>#7</u>
<u>Board of Parks and Recreation Commissioners</u> Seven members; Mayoral appointment with Council confirmation; three-year terms; active	<u>#3</u>
<u>Civil Service Commission</u> Three members; Mayoral appointment; six-year terms; active	<u>#2</u>
<u>Historic Preservation Commission</u> Seven members; Mayoral appointment with Council confirmation; three-year terms; active	<u>#4</u>
<u>Lodging Tax Advisory Committee</u> Five to seven members; Mayoral appointment with Council confirmation; annual term; active	<u>#6</u>
<u>Planning Commission</u> Nine members; Mayoral appointment with Council confirmation; four-year terms; active	<u>#1</u>
<u>Tree Board</u> Five to seven members; Mayoral appointment with Council confirmation; three-year terms; active	<u>#5</u>

Pat K. Schneider

SUMMARY

General Management “C-suite” executive with solid P&L experience for global operations and expertise in turnarounds. Strong background leading existing business units and opening new markets for organizations including **Procter & Gamble, Johnson & Johnson, Bristol-Myers Squibb, Bayer, Herbalife and Twinlab.**

- LEADERSHIP** Energetic visionary who has set and executed successful strategies. Built high performance cultures with accountability. Recruited, empowered, and inspired over 50 “A” players.
- Reinvented and nurtured a culture of high quality, service, margin discipline and manufacturing excellence. Championed a new product category that grew 15X in revenues to \$50 million.
- EARNINGS PERFORMANCE** Developed and successfully commercialized the company strategic vision to increase sales 350% and transform the business from a 10-year long EBITDA loss to 20% profitability.
- Increased category EBITDA from a loss of 30% to a profit of 25% by outsourcing production to offshore suppliers in South America and Asia (China). Identified, qualified, and negotiated supply agreements with all contract manufacturers.
- Led Central American region and tripled revenue to \$15 million in six months, grew earnings by \$5 million and transformed it into the fastest growing region at Herbalife with triple digit growth.
- GROWTH** Successfully launched 500+ new products worldwide generating over \$1B in new revenues.

Biova, LLC – Seattle, WA

2017-2021

CEO – Nutraceutical, Cosmeceutical and Pet Care Ingredient Supply Company

Global P&L responsibility for turnaround of nutraceutical ingredient supplier from 200% EBITDA loss to 20% profitability. Packaged and positioned company for acquisition. Reason for leaving: Position consolidated with COO role.

- Grew global revenues by 350% and reversed triple-digit negative EBITDA to +20% profitability.
- Drove brand market share to leadership position (#1) in the ingredient category segment.
- Reduced overhead costs by 40% by restructuring sales, marketing and operations staff and consolidating offices.
- Boosted US sales 3X via a lucrative agreement with industry leading ingredient sales distributor.
- Increased international sales by 35% via expansion of global distributor based in EU, Latin America, and Asia.
- Heightened brand awareness by 40% using targeted B2B marketing and advertising strategy.
- Reduced legal cost by over \$1MM by cost-effectively settling 5-year long outstanding litigation.
- Conducted 4 clinical studies strengthening brand claims substantiation and enhancing company reputation.

Healthy Bizz, LLC – Seattle, WA

2015-2016, 2022-Present

Chief Executive Officer

Consultancy providing business and legal guidance for clients in the natural, nutritional, organic, health technology and legal cannabis markets to deliver *Healthy Profits for Healthy Products*.

- Acting CEO for a celebrity-endorsed sports nutritional supplement DTC eCommerce start-up.
- Marketing and sales consultant for a natural organic homeopathic products company.
- Sales, marketing and strategic consultant for Metagenics Australia/NZ. Stationed in Brisbane, Australia.
- Author and Guest speaker for the natural foods, nutritional products, dietary supplements and legal cannabis industries (Natural Products Insider News, Supply Side West, Women Grow, National Cannabis Industry Assoc).
- Advisor/Selection Committee Member for the Nutritional Capital Network which facilitates financing and investor introductions for next generation brands and technology in the nutritional, health and wellness industry.
- Beach Head Advisor and strategic consultant to nutritional and health technology start-ups for NZTE and KiwiNet, trade and economic development agencies to support the growth of New Zealand businesses overseas.
- Visiting staff attorney to SALA, a non-profit elder law firm providing free legal representation to Santa Clara County seniors in matters ranging from elder abuse to estate planning.
- Counsel for PJI, a legal firm offering free defense in discrimination, parental rights and other civil liberty matters.

Nelsons Bach USA – Boston, MA

2014-2015

CEO & Chief Legal Officer – Homeopathic & Supplement Products Company

Full P&L responsibility for \$100MM British consumer products company's US, Canada, and Latin America divisions. Responsible for Sales, Marketing, Operations, Customer Service, Finance, HR, and IT. Served as US Chief Legal Counsel. Reason for leaving: Position eliminated. Centralization of all non-sales responsibilities in the UK.

- Expanded distribution by 35% through new product launches in WalMart & Rite Aid.
- Gained over 2000 points of new distribution in the natural and specialty channels by restructuring sales force.
- Created 400MM+ impressions and 200% increase in web traffic by creating first personalized digital marketing campaign targeting key consumers using Twitter parties, Facebook, Instagram & Pinterest.

Twinlab – Salt Lake City, UT

2013-2014

Global Chief Operating Officer – Nutritional Products Company

Responsible for New Product Development (NPD), Project Management, Global Supply Chain, Manufacturing and Operations for \$100MM Nutritional Products company. Reported to the CEO, provides strategic guidance and tactical process optimization for NPD and manufacturing operations. Reason for leaving: Recruited by Nelsons.

- Launched 6 new products globally in the Natural channel and introduced first gummy delivery system product.
- Developed organizational turnaround "Plan to Profitability" for PE firms for IPO event.
- Optimized the NPD Process resulting in a "Fewer, Better, Faster" strategy for product launches.

Unigen – Seattle, WA

2008-2012

Global Chief Operating Officer – Nutraceutical, Cosmeceutical and Food Ingredients

Spearheaded the turnaround of a \$25MM nutraceutical ingredient company. Transformed company culture from R&D-driven organization to Marketing-driven consumer needs enterprise. Responsible for full P&L, Global Sales, Marketing, Business Development, Legal and Operations. Reporting to the CEO, provided strategic guidance and tactical process optimization for NPD, Operations and global expansion. Reason for leaving: Position consolidated with CEO role.

- **Successfully negotiated 3 major licensing contracts** resulting in the financial turnaround of the company.
- Developed 3-year new product development plan and pipeline roadmap for organization.
- Created new Medical Foods Division business plan including retail product portfolio with outsourced sales force.
- Commercialized 6 major new products by restructuring organization into high performance teams.
- Expanded sales internationally into 10 new markets with a focus on Brazil, India and China.
- Negotiated two long term supply agreements with key vendors reducing company COGs by \$1MM.
- Orchestrated KFDA and US FDA Food cGMP certification of manufacturing facility.

Herbalife International, Inc. – Los Angeles, CA

2005-2007

General Manager & Vice President – Nutritional Food & Natural Personal Care Products

P&L responsibility for the \$15 million Central American operation while also directing all NPD and launch activities related to growing the global business of a \$3.6B nutritional supplement and natural personal care products Direct Selling company. Reported to the COO. Reason for leaving: Reduction in Force – Position eliminated.

- **Drove global portfolio sales 40%** from \$2.5B to \$3.6B through product innovation, sensory-based extensions, global expansion and improved product communication.
- **Launched over 300 new SKUs** across 67 countries as part of distribution gain efforts; coupled with marketing and sales support materials and product knowledge training programs
- Held GM role and executed the growth strategy for Central America **generating a 300% increase** in sales and \$5 million in earnings via new country openings, increased promotional activity and product launches.
- Improved operational effectiveness in El Salvador, Panama, Costa Rica and Honduras. Enhanced the regional supply chain and appointed 3rd party logistics partners. **Reduced order processing time from days to minutes.**
- Developed a five-year strategic plan for the Central American region and led the 30-person cross-functional expansion team (Marketing, Finance, IT, Sales, Operations, Legal, Licensing). Secured product registrations, hired experienced GMs and secured prime locations for sales centers.
- Created and instituted a worldwide New Product Development (NPD) Process, reorganized the global marketing department into High Performance teams and created the first 5-year global branding and new product plan.

Jacuzzi Brands, Inc. – Dallas, TX

2002-2005

General Manager & Vice President – Durable Goods/Home Décor Products

P&L responsibility for a \$50M business including strategic direction, product sourcing, trade & consumer marketing, process creation and NPD. Reported to the President. Reason for leaving: Private Equity acquired and restructured company.

- Restored company to profitability through the re-introduction of the *Jacuzzi* brand into DIY channel generating \$75M in annualized sales in Year 1. Awarded **Vendor of the Year** at Lowe's in the first year of distribution.
- **Grew Jacuzzi division revenues by 15X** via multiple new product launches and aggressive channel expansion strategies.
- Launched new sanitaryware line in Lowe's and achieved \$30M in revenues and became one of the **Top 10 Best Selling** Fashion Plumbing products.
- Increased category EBITDA from a **loss of 30% to a profit of 25%** by outsourcing production to offshore suppliers in South America and Asia (China). Identified, qualified and negotiated supply agreements with all CMOs.
- Introduced a NPD Process and created a zealous collaborative "teaming" culture by leading multiple cross-functional launch teams of up to 50 members.

HyGro Group, Inc. – San Francisco, CA

1998-2002

Vice President – Healthcare & Consumer Marketing Practice GroupBristol-Myers Squibb – Evansville, IN

1996-1997

Global Marketing Director – Consumer Healthcare ProductsProcter & Gamble – Oral Care Division - San Francisco, CA

1990-1996

Global Product Director – Consumer Healthcare ProductsBayer – Sterling Consumer Healthcare Division – New York, NY

1987-1989

Associate Product Manager – Consumer Healthcare ProductsJohnson & Johnson – McNeil Pharmaceutical – Philadelphia, PA

1982-1987

Sales & Marketing Assistant – Pharmaceuticals**Sales Representative - Pharmaceuticals****EDUCATION****Juris Doctor**

Commercial Law

Purdue University - Concord Law School

Los Angeles, CA

Master of Business Administration

Marketing and Finance

Drexel University

Philadelphia, PA

Bachelor of Science

Microbiology and Chemistry

University of South Florida

Tampa, FL

CERTIFICATIONS & MEMBERSHIPS**Licensed Attorney** - State Bar of California – Bar #289600**Yellow Belt** - Six Sigma & Lean Manufacturing Professional Certification**Certificate of Fluency in Spanish** – Berlitz Language School**Permanent Residence Visa** – New Zealand

Selection Committee Member and Mentor to nutritional products start-ups at Nutritional Capital Network (NCN)

Beach Head Advisor to nutritional and natural products startups for New Zealand Trade Enterprise (NZTE)

Commercialization Consultant to New Zealand based nutritional and medical technology start-ups for KiwiNet

Advisory Board Member for New Zealand based medical digital imaging diagnostic technology start-up.

Advisory Board Member for New Zealand based nutritional supplement company for joint health and pet care.

Advisory Board Member for Australian based natural products company offering natural options for feminine care.

4/12/24

The Office of the Mayor
City of Tumwater
555 Israel Road S.W.
Tumwater, WA 98501

Re: Application for City of Tumwater: Advisory Boards, Commissions & Committee

Dear Mayor Sullivan,

Brittaney McClanahan contacted me yesterday about multiple openings on the City of Tumwater Advisory Boards, Commissions and Committees. She specifically mentioned that there are several openings on the Planning Commission, a commission that I have a strong interest in joining. I would like to apply again for a position on the Planning Commission, and I am also open to serving on other groups.

Per my letters of 4/25/22 and 10/22/23, I have been a resident of Tumwater for 16 years and have been a corporate senior-level executive for over 40 years. I have worked at the Chief Executive Officer and Chief Operations Officer level at small and medium size companies and at the Director level at Fortune 500 companies. My educational background consists of a Bachelor of Science degree in Microbiology, a MBA in Finance and Marketing and a Law Degree in Commercial Law. I am a member of the California Bar with a license to practice law in California and can practice federal law in Washington state. I worked as an attorney for two California non-profits, one in Elder Law and Elder Abuse and one focused on discrimination, parental rights and other civil liberty matters. I have also served as Chief Legal Officer in the corporate setting with a focus on Contract Law.

At this stage in my life and career, I wish to give back to my community, share my expertise and take a more active role in the decision making in my city. Given my broad background in Business and Law, I know I can make a valuable contribution to one, or more, of Tumwater's advisory boards, commissions, and committees:

- 1) Planning Commission: I have a keen interest in joining the Tumwater Planning Commission as both my Law and Business experience will allow me to add immediate value to the team. I have expertise in developing and evaluating long-term strategic plans. I have extensive experience in reviewing legal documents, codes, regulations, and other policy documents, and making recommendations to boards and senior level officials on issues pertaining to business planning, policy development and contractual agreements.
- 2) Civil Service Commission: I have a strong interest in also joining the Civil service Commission based on my legal background. I have a strong understanding of state and federal regulatory compliance and in the business environment I have been responsible for recruitment, testing, appointments, hiring, disciplinary actions and terminations.
- 3) Board of Parks & Recreation: I have a personal interest in Tumwater parks. Based on my legal background, I can assist the committee with recommendations regarding contractual agreements with all agencies for recreational purposes.
- 4) Historical Commission: I have a personal interest in the history of Tumwater. I feel my legal and business background could assist the commission in the submittal of nominations to the State and National Registers of Historic Places, making

determinations concerning the eligibility of historic properties for special evaluation and verifying that the improvements are consistent with the Washington State Advisory Council's standards for rehabilitation and maintenance.

- 5) Tree Board: As a Tumwater homeowner on a 5-acre heavily wooded parcel, I understand the Board's mission of tree protection. I believe my legal background can assist the commission in drafting and revising a comprehensive tree protection plan and tree protection ordinances.
- 6) Lodging Tax Committee: Based on my business and financial budgeting background, I feel I could provide a unique perspective to provide guidance on the allocation of tax proceeds to fund tourism related programs that deliver a high return on investment.
- 7) Barnes Lake Management District Steering Committee: Based on my biological sciences, business and financial background, I feel I could assist the committee with oversight for lake treatment and clean-up activities and advising the Council regarding setting assessment rates appropriate to achieve an annual work plan developed by the Steering Committee and approved by the Council.

Attached is my updated resume and the completed application form. You can learn more about me on my website and LinkedIn profile via the links in my signature block below.

I look forward to your response and I'm available at your convenience for any questions.

Best,

DocuSigned by:

Pat Schneider

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Pat K. Schneider, CEO

Healthy Bizz, LLC

Growing Healthy Profits for Healthy Products©

