

RONALD G. BABINSKY

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SUMMARY

A proven business professional with expertise in driving sales growth, penetrating new markets and increasing profitability for multi-national organizations. Able to think strategically and implement with a bias for action. Strengths include analyzing and improving business processes, committing to stretch goals, and capturing profitable business opportunities. A strong track record in:

- Marketing management
- New business development
- International management

KEY CAREER ACCOMPLISHMENTS

- Generated 25% higher revenues for a leading consulting practice in multi-client and proprietary studies
- Maintained #1 market position by developing strategy and tactics of \$110 million of regional businesses
- Penetrated a \$200 million global market, now generating \$30 million in sales
- Executed a business plan to grow export revenues, new \$10 million plant in China.
- Replaced non-performing distributors in Latin America to add \$3 million in new sales
- Redefined 'Value Propositions' for product markets to shorten the sales cycle and generate repeat business

WORK EXPERIENCE

HUNTINGTON PARTNERS, Dallas, Texas 2003 to date

Managing Director of a private consulting firm providing business development, merger and acquisition, global marketing and strategic planning advisory services to industry.

- Senior consultant with Townsend Polymer Services, Houston responsible for Additives and Specialties consulting in the resins and polymers, plastics, chemicals and allied industries by conducting multi and single client studies.
- M&A consultant with Chase & Associates leading a merger of database and information service providers to the commercial and business jet industry in North America.
- Texas Chairperson, Commercial Development & Marketing Association, a leading professional organization dedicated to sharing of business practices for long-term growth and value creation in the chemical and allied industries.

ASHLAND INC., SPECIALTY CHEMICAL COMPANY, Columbus, Ohio

A multi-billion dollar global enterprise that is a market leader in chemical and thermoplastic distribution, water treatment and thermoset chemistry for broad applications in the transportation and construction industries.

Director, Business Development 2001- 2003

Managed a global expansion program in the Specialty Polymers and Adhesives Industry with support from investment bankers and corporate business development analysts.

- Led strategic thinking to develop a business unit to \$500 million in 5 years
- Established M&A strategy and a pipeline process to effectively narrow 200 potential candidates to 50 attractive targets.
- Developed relationships and networks with principals, top executives and key decision makers of potential acquirees to attain any preferential treatment available.

Business Director 1999-2001

Managed expanding overseas market presence and achieving profitability in the Specialty Polymers and Adhesives Industry through foreign manufacturing and export sales.

- Doubled Asia Pacific business profitability through 20% annual sales growth.
- Established 3 key strategic alliance partnerships to potentially add \$6 million in sales.
- Started up a new venture in Japan to generate about \$0.5 million in profits.
- Developed and implemented an entry strategy for China, revenues of \$8 million projected

Director, International Business Development

1997-1999

Managed new business opportunities in the Foundry Chemical Industry for a global business of wholly owned and JVC operations.

- Established a new venture for a \$10 million direct investment in China, now profitable.
- Coordinated a global plan to penetrate a \$200 million market segment, sales of \$15 million.
- Acquired 100% buyout of a \$20 MM Brazilian JVC to position for future growth.
- Established a successful distribution network in Latin America to potentially sell \$3 million.

Business Director

1994-1997

Managed \$110 million of wholly owned and JVC businesses in the Foundry Chemical Industry to achieve growth in sales and profits.

- Restructured European and Brazilian organizations to maintain #1 market position.
- Developed a unified European business plan to effectively counter competitive pressure.
- Acquired an \$8 million Mexican business from JVC partner, achieving first time profits.
- Re-negotiated licenses in Saudi Arabia, South Africa and Brazil valued over \$1 million.

Director, Corporate Business Development

1990-1994

Managed new business opportunities and deal execution in Chemical and Thermoplastics Distribution and the Specialty Chemical Industry for 12 operating divisions in a globally structured corporate environment.

- Led four acquisitions valued at \$50 million, earning returns of 12-15%.
- Divested \$20 million of non-strategic assets in specialty manufacturing businesses.
- Developed company's 5-year strategic plans for presentation by senior management

Managerial Positions, Ashland Canada Inc.

1980-1989

EDUCATION & PROFESSIONAL DEVELOPMENT

MBA, Athabasca University, Canada

BA, Administration, Athabasca University, Canada

Chemistry, Ryerson Polytechnical Institute, Canada

Merger Week, Kellogg Graduate School of Management, Northwestern University

Negotiate to Win, Ashland University

Strategic Marketing Management, Indiana University

Leadership Training, Ashland University

PERSONAL

Volunteer work for United Way Campaign

Dual US/Canadian Citizenship

CDMA Texas Chapter, Chairman

A&S Council, Membership Committee