

Walter K. Sulmeisters

Professional Summary

Aggressive, results oriented business manager, with proven ability to assess situations, identify opportunities, build plans, assemble teams, and execute for success. Possess broad range of functional experience. Background highlights include:

- Operations** Seventeen years of experience managing all phases of operations for title insurance and escrow services agency, insuring profitable operations through two major regulatory sea changes in the mortgage lending, real estate and insurance industries. Maintained productivity and profitability while developing and achieving full compliance with dramatic changes in transaction execution, information management and dissemination, privacy protection, employee screening, and security requirements. Insured operations are efficient, scalable, and meet all client and regulatory requirements for timeliness, accuracy and verifiability.
- Most recently, two years managing the production of web based maps for use by clients in work-order, fire and life safety, security, risk and asset management of their facilities. Process included surveying client properties, identifying and placing key assets, and populating them with critical information. Also train clients in use of system, management of information and report generation, as well as provided comprehensive client support services.
- Business Development** Consistently met and surpassed sales, share and profit growth targets on all businesses, achieving all time record levels on several brands. Drove success in packaged goods as well as Quick Serve Restaurant industries. Led cross-functional teams in execution of plans, maximizing efficiency and effectiveness of all resources. Prospected for, qualified and brought on new business clients, developing productive relationships in a variety of channels, markets and industries.
- People Management** Experienced in a broad range of organizational environments; building, training, and managing organizations with up to seven direct reports and over 100 employees. Proactive and positive leadership style, with skills in motivating and cultivating staff as well as building cross-functional teams in flat organizations.
- Marketing and Sales** Thirteen years of experience formulating and implementing business strategies, building and repositioning premium and value-positioned businesses like Healthy Choice, Kid Cuisine, Banquet, The Hearty One, and Domino's Pizza. Skilled in managing new product development processes. Experienced in selling programs to retail customers, franchisees and manufacturers.
- Channel Management** Experienced in delivering products and services across multiple consumer and business channels, including retail outlets, grocery stores, direct mail, private label, contract packing, franchising, and e-business. Have worked in food, financial services, insurance and franchising.
- Finance and Admin** Eight years of experience and increasing responsibility managing financial and administrative operations, evaluating business performance, and executing business planning processes.
- Teaching** Over twenty years in various faculty roles at Regis University and Creighton University. Courses included Information Technology Concepts, Strategic information Technology, Graduate Capstone, Information Systems Management, Marketing Strategy, Operations Management, Human Resources Management, and Marketing. Have taught Graduate, Undergraduate and Adult Evening programs. Have developed several Graduate level courses for on-line and in-class implementation at Regis University. Participated in Committee to award an endowment chair, helped Creighton University develop curriculum for area business professionals. Prospect for and qualify clients for Graduate Capstone course consulting teams. Currently sit on Regis University College of Computer and Information Science Industry Advisory Board.

Professional Experience

REGIS UNIVERSITY, ANDERSON COLLEGE OF BUSINESS AND COMPUTING, Denver, CO

Director, Center for Common Good Computing N/K/A Common Good Network **1/19 - Present**

Drive efforts to connect Regis students and faculty activities and initiatives with marketplace, focusing on implementation of programs that enhance the Common Good,

- Designed, developed and launched operation of Center for Common Good Computing N/K/A Common Good Network focusing on development of Experiential Learning Programs for Anderson College students as well as facilitating events, activities, classes, gatherings of various types and promoting internship opportunities for Anderson students.
- Key member of Anderson College Design Team setting strategic direction for combination of the university's College of Business and its College of Computer and Information Sciences.
- Connected Porter Billups Leadership Academy with Computers for Kids to implement a high school curriculum where students can earn a market recognized IT certificate and improve their employability.
- Key player in kicking off Cyber Summit community information sharing, connection and collaboration event.
- Built the center's website, focusing on delivery of news and creating visibility for major student and faculty activities.

CHERRY CREEK TITLE SERVICES, INC., Denver, CO

Operations Manager/Owner **12/01- 3/19**

Manager and part owner responsible for managing and improving all operations for privately owned title insurer and escrow service provider.

- Successfully maintained profitability through major federal regulatory overhauls of lending, real estate and title insurance industries, first in 2008/2009, and again in 2013-2015.
- Implemented procedures and controls that greatly reduced errors and potential for claims.
- Streamlined operations and staffing to increase profitability while improving client and customer service levels.
- Established client and employee feedback and development procedures, greatly increasing morale and productivity.
- Re-vamped website to improve customer experience and search engine visibility.

BUILDINGDNA, INC., Denver, CO

Chief Operating Officer **11/13-1/16**

Instrumental in design, development and execution of company's operations systems and processes from plan intake through map production and site surveying, to client training and development and on-going support.

- Designed and developed Production Pod concept for creating scalable processes and maintaining productivity and efficiency, while absorbing plan variability and input quality issues.
- Provided complete training and support services to diverse BDNA client base with varied and special needs.
- Led development of plans for ERP system to effectively manage rapid scale-up of map production and training req's.
- Led development of training videos for employees and clients.

DOMINOS PIZZA, Ann Arbor, MI

8/00-11/01

Vice President, Brand Management

Responsible for driving sales and share growth of \$2.6 Billion U.S. business through effective advertising, promotion and all other consumer communication vehicles while strengthening brand equity.

- Key driver in achieving record sales, share and profitability, beating the category for the first time in 6 years.
- Led move from worst-in-class to award-winning advertising campaign with unprecedented copy effect scores.
- Implemented first-ever retail POP program, comprehensive menu initiative, and marketing training toolkit.

CONAGRA INC., Omaha, NE

5/91-8/00

Director of Marketing Development – ConAgra Corporate

Responsible for development of core businesses and brands, focusing on building strategic partnerships to leverage 26 branded businesses which generate more than \$100 MM each.

- Led development of company-wide Internet Business Strategy.
- Licensed five new baked goods businesses that totaled over \$250 MM in sales at maturity.

Director of Marketing-Banquet Single Serve Meals – ConAgra Frozen Foods

Responsible for portfolio of value positioned businesses with over \$500 MM in sales with \$94 MM in marketing budgets.

- Achieved record volume and profits (+22%), while exceeding overall profit targets by \$10 million.
- Initiated innovative pricing and new product strategies to establish platform for long-term profit and growth.

Group Marketing Manager-Banquet Meals Group

Responsible for flagship value positioned businesses with over \$300 MM in sales and \$72 MM in marketing budgets.

- Achieved 16% market share increase while restaging struggling sub-line and exceeding profit targets on established lines by over \$8 million.
- Drove development of long term strategic vision that included revitalizing and leveraging brand positioning , relaunching all sub-lines, establishing new pricing strategies, and changing trade and consumer promotion strategies.

Group Business Manager-Specialty Brands Group

Responsible for delivering business plans and strategies, as well as managing the Trade Marketing function for children's and ethnic businesses totaling \$150 MM in sales and \$31 MM in marketing budgets.

- Grew total portfolio sales by 10% and profits by 48% while implementing variety of brand specific strategies.

Senior Business Manager-Healthy Choice Meals

Responsible for developing and executing business plans and strategies for premium priced, health positioned businesses, totaling over \$145 MM in sales, with \$30 MM in trade spending and consumer promotion budgets.

- Successfully re-launched entrée business, increasing share by 30% and establishing Healthy Choice Meals as market share leader, while making entrée proposition profitable.

Product Manager-Healthy Choice Dinners

Utilized broad functional experience to manage \$216 MM brand cornerstone back to profitability and stability in face of aggressive competitor price war, increasing share by 28%, and profits by over \$6 MM.

GOURMET POPPING CORN COMPANY, Omaha, NE

8/90-4/91

Vice President-General Manager

Utilized food manufacturing, marketing and business development experience to implement turnaround plans for manufacturer with 12 retail outlets, \$6 MM in direct sales, \$20 MM in total franchise sales, and over 100 employees.

- Improved operating performance by over \$500,000, making business profitable for the first time ever.
- Expanded wholesale and retail outlet business through new Lite product line.

BLUE STAR FOODS, Council Bluffs, IA (Division, ConAgra, Inc., acquired 6/88)

6/87-7/90

Manager-New Business Development

Acquired and started up over \$20 million of new business in frozen meals, foodservice and canned food products.

Vice-President-Finance (post-acquisition)

Generated over \$2.8 million in operating savings through post-acquisition transition and restructuring activities.

Vice-President-Finance and Administration, Chief Financial Officer (pre-acquisition)

Key driver in sale of frozen foods business to ConAgra and canning business to Smithfield.

Director-Business Planning

HELLER FINANCIAL, Chicago, IL

7/85-5/87

Manager-Financial Planning & Analysis, Factoring Group

Group controller for factoring business with \$4 billion annual volume and \$37 million operating budget.

Manager-Corporate Projects

AMERICAN EXPRESS, Denver, CO (Money Order/Payment Products Group)

3/82-3/84

Supervisor-Disbursement Management Group

Supervisor-Financial Performance Evaluation Department

REGIS UNIVERSITY SCHOOL FOR PROFESSIONAL STUDIES, Denver, CO

12/05-present

Affiliate Faculty, became part-time faculty 1/18, full-time Assistant Professor 8/20.

CREIGHTON UNIVERSITY COLLEGE of BUSINESS, Omaha, NE

8/88-5/00

Part Time Adjunct Faculty

Education

J.L. KELLOGG GRADUATE SCHOOL OF MANAGEMENT, Northwestern University

Evanston, IL

Master of Management degree, with distinction

UNIVERSITY OF COLORADO COLLEGE OF BUSINESS, Boulder, CO

Bachelor of Science degree in Business Administration, magna cum laude

Other Information

Secretary of Willow Creek II HOA Board of Directors. Secretary of 12 mile Ranch Club. Past Vice President of Nebraska Alzheimer's Association Board of Directors. Past president of Joslyn Art Museum service organization. Past head of marketing task force for Omaha 2000 early childhood development program. Trained as Stephen Minister. Coached daughters' teams in soccer, basketball, volleyball and tennis. Avid sports and outdoor recreation enthusiast.

12/2018