



Dave Martinelli
Managing Director

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EDUCATION & CERTIFICATION

- Six Sigma Blackbelt
- Lean Manufacturing
- Pragmatic Marketing (PMC-II)
- Master of Business Administration, Finance, Strategic Management, Entrepreneurship – Chicago Booth
- Bachelor of Science, Chemical Engineering – University of Illinois at Urbana-Champaign

ACTIVITIES & AWARDS

- Active triathlete, marathoner and ultra-marathoner
- Turnaround Management Association (TMA)

Dave Martinelli joined Portage Point in February 2017 and serves as Managing Director. His primary areas of focus include leadership, operations, supply chain, distribution, product development and technology implementation. Dave has also served as Interim President, COO and interim head of distribution & logistics for Portage Point clients

Prior to joining Portage Point, Mr. Martinelli has served as a trusted business advisor and crisis manager for clients of both Alvarez & Marsal as well as his independent consultancy. Mr. Martinelli has a proven track record of creating significant and sustainable value through a combination of thought leadership, operational execution, and talent development across a diverse set of industries and core business focuses including manufactured and consumer packaged goods, large and complex distribution networks, chemicals and specialty materials, food and beverage,

structural products and building materials, public sector restructuring, software and tooling / machining

Previously, Mr. Martinelli has been a software executive for Vista Equity Partners, co-founded and raised capital for an early stage pharmaceutical company, Etoh Pharmaceuticals, and commercialized multiple new products in specialty chemicals and materials for Cytec Industries and Rohm & Haas where he obtained his Six Sigma Blackbelt and was recognized as an expert in Lean Manufacturing

Dave is also a thought leader in operationalizing value creation having authored whitepapers and presented on topics such as competitive market intelligence, increasing customer wallet share, behavior-based sales compensation plans, reducing logistics and freight cost and supply chain service level improvement



Mr. Martinelli has deep experience driving rapid sustainable improvements in complex centers of manufacturing, distribution networks and along all core functions and adjacent functions of supply chain. Select representative engagements are outlined below

Manufacturing Division of a Private Equity Backed Entity

Stabilized current operations and manufacturing facilities to ensure continued service and fulfillment to legacy customers. Developed and led the execution of operational transformation resulting in a 70% increase in throughput, 45% productivity improvement and best practices in lean manufacturing, quality, process management and scheduling

PE Owned Large Powersport Distributor

As interim COO led and stabilized all aspects of business operations after a failed plan of reorganization post bankruptcy. In just 135-days generated nearly \$5 million in annualized EBITDA improvement, reduced inventory by 9% while increasing fill rate by 6%, installed S&OP processes and executed five key leadership hires. Developed and delivered a detailed transformation plan identifying a path to an incremental \$20 million in EBITDA and additional \$15 million in working capital benefit for transition to the long-term leader

Leading Amazon Marketplace Services Provider

Developed and led four phase performance improvement plant implementing multiple transformative changes across a full suite of operations including procurement, pricing, supply chain, technology, sales and finance. Appointed Interim President during phase five of performance improvement plan and led business during return to profitable growth. Key results include improvement of approximately 8% in EBITDA margin and generation of over \$12 million in cash from working capital reductions

Largest Outdoor Sporting Goods Distribution Company

Led distribution center ("DC") transformation project. In just over five months increased DC output by 90% with an associated cost per delivered unit decrease of 75%. In addition an e-commerce fulfillment capability was added to enable growth in current and new channels

\$7 billion Global Consumer Food Company

Led integration of a newly acquired high growth business into their existing operational foot-print while enabling an accelerated growth trajectory (30% annual). Additionally, managed data migration for all facets of the combined supply chain and developed a plan to reduce distribution costs through footprint rationalization

\$1 billion Consumer Packed Goods Company

Led supply chain transformation achieving significant operational efficiency savings, a \$15 million reduction in inventory while improving service level by 2% and stabilizing supply chain. Delivered lean manufacturing training and led the implementation of lean practices resulting in substantial warehouse labor savings

Global Foodservice and Food Packaging Company

Led indirect cost assessment and improvement initiative which identified opportunities to improve product margin by approximately 8%. Managed SKU rationalization for over \$2 billion of business and identified opportunities to increase EBITDA by \$7 million through product portfolio optimization