

# LEE A. HUFF

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## **BUSINESS OWNER/GENERAL MANAGER/VICE PRESIDENT**

**Extensive P&L Experience/Start-up & Turnaround Success**  
**Certified Business Intermediary/Certified Machinery & Equipment Appraiser**  
**Process & Marketing Consultant/Sales Management Leader**

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### **PROFESSIONAL PROFILE**

Seasoned executive with more than forty years sales, marketing, and general business management experience. Impressive track record of starting, growing, managing, repairing, and selling business entities. Financial manager who drives revenue growth and consistently exceeds income expectations. Creative problem solver with expertise in strategic marketing and broad-based technical solutions which optimize customer and company value. Results oriented leader who builds top performing teams; maximizing employee effectiveness while minimizing conflict. Skilled negotiator with proven track record of orchestrating and closing all types of complex business transactions. Most recently founded **Ohio Valley Business Advisors LLC** a machinery appraisal, business consulting, and business brokerage transfer company located in Cleveland Ohio. Prior to founding OVBA was Vice President of a \$50M capital equipment supplier to the paper industry.

### **SELECTED ACHIEVEMENTS**

- **Appointments** - Board of Directors, Koinonia Homes – Finance Committee Chair
- **Business Transfers** – Valued/sold wide variety of businesses worth more than \$25M
- **Business Turnaround** – Turned \$2M field service organization losing \$290K/yr into profitable business with much higher level of customer satisfaction
- **Corporate Account Sales** – Developed and implemented a corporate account selling strategy that led to more than \$2M in new business revenue
- **Global Marketing** – Introduced global marketing strategy based on branding, differentiation, and service
- **M&E Appraisals** – Nationally recognized manufacturing machinery & equipment appraiser
- **P&L Experience** – Extensive financial management experience running capital equipment sales and service organizations
- **Startup & Long Term Growth** – Grew startup business from inception to more than \$7M/yr
- **Strategic Marketing** – Designed and implemented “Value” based marketing strategy that led to increased profitability
- **Worldwide Agent Network** – Successfully recruited and managed thirty agents worldwide with direct sales people in England and France

## **EMPLOYMENT HISTORY**

09/02 to Present: **OHIO VALLEY BUSINESS ADVISORS LLC, Cleveland, OH**  
(Business Consulting, M&E Appraisals and Business Brokerage Transfers)

**President/Owner**

- ◆ \$15M Business Transfer Volume
- ◆ \$200K Appraisal Revenue
- ◆ \$120K Consulting Revenue
- ◆ CBI Certification – International Business Brokers Association
- ◆ CMEA Certification – National Equipment & Business Brokers Institute

01/89 to 05/02: **KADANT WEB SYSTEMS INC., Auburn, MA**  
(Fifty million dollar division of Kadant, Inc. (KAI, NYSE), a leading supplier of industrial capital equipment to the paper industry)

02/00 to 05/02: **Vice President** – Marketing, Profiling Systems, and Field Service

- ◆ P&L responsibility for the Profiling SBU (Rev. = \$7M, Div. Inc. = 21%)
- ◆ P&L responsibility for the \$2M KWS field service organization
- ◆ Responsible all Corporate Account Sales
- ◆ Responsible for all marketing efforts including new product development and web site development/maintenance
- ◆ Key acquisition “due diligence” team member

02/97 to 02/00: **General Manager** – Profiling Systems

- ◆ Full P&L responsibility; from order entry to shipping
- ◆ Increased gross margins from 49% to 57%
- ◆ Maintained ~ 25% revenue growth over this period
- ◆ Developed worldwide agent network

01/96 to 02/97: **National Sales Manager** – Profiling Systems

- ◆ Grew business to \$2.8M/yr.
- ◆ Managed five salesmen and two applications engineers
- ◆ Developed new product for narrow web markets

01/92 to 01/96: **Manager, Sales & Marketing** – Profiling Systems

- ◆ Doubled sales revenue to more than \$1.8M
- ◆ Managed two salesmen and one applications engineer
- ◆ Responsible for all sales and marketing activities

01/89 to 01/92: **Sales Manager** – Profiling Systems

- ◆ Grew the business from \$200K in 1989 to more than \$900K in 1991
- ◆ Focused on “results” based niche sales & marketing techniques
- ◆ Hired as senior salesman to grow this start-up steam shower business

01/88 – 01/89: AEONIC SYSTEMS, INC., Billerica, MA  
(Supplier of process control systems to the plastics industry)

**Area Manager**

- ◆ Generated in excess of \$1.5M in new business revenue
- ◆ Equity position in this startup process control business

11/86 to 01/88: DRAVO ENGINEERS, INC., Pittsburgh, PA  
(Full service engineering company primarily focused on the steel industry)

**Sales Director** – Dravo Automation Sciences

- ◆ Responsible for the sale of consulting services to the Aerospace, Paper, Steel and Discrete Parts Industries
- ◆ Hired as Paper Industry marketing specialist

01/82 to 11/86: GOULD, INC., Ft. Lauderdale, FL  
(Supplier of 32-bit minicomputers for real time and UNIX applications)

**Senior Account Manager**

- ◆ Generated more than \$9M in sales revenue
- ◆ '83 – '85 Quota Club

10/78 to 01/82: MEASUREX SYSTEMS, INC., Cupertino, CA  
(Supplier of process control systems to the continuous process industries)

**Area Manager**

- ◆ Average sales of \$1.5M/yr
- ◆ 1979 Rookie of the Year

**CREDENTIALS**

CBI – Certified Business Intermediary (IBBA)  
CMEA – Certified Machinery & Equipment Appraiser (NEBBI)  
SBA – Senior Business Analyst (NEBBI)

**AFFILIATIONS**

Board of Directors - Koinonia Homes, Finance Committee Chair  
Member – Business Development Group  
Member – Business Networking International  
Member – International Business Brokers Association

**EDUCATION**

West Virginia University, Morgantown, WV