

Henry J. Lonski

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SENIOR EXECUTIVE - BUSINESS DEVELOPMENT

~ Power Sports and Recreational Vehicles ~

Key Strengths and Benefits:

1. Strategic Analysis & Marketing Definitions
2. Significant Revenue Enhancement
3. Sales Organization Management
4. Cost Control and Budget Management
5. High Profile Client Relationships
6. Multi Channel Sales Distribution
7. International and North America Experienced
8. Start Up and Turn-Around Ventures [5]
9. Mature and New Products Introduction [4]
10. Product / Line / Territory Expansion

Signature Value:

- **Results-Driven Sales and Marketing Professional.** Significant track records of moving marketing efforts to the next levels, developing and restructuring sales teams, outperforming revenue goals and enhancing overall corporate profitability, by significant increments.
- **Product Knowledge Advocate.** Builds on consumer/commercial background, intently acquiring comprehension of next generation processes and products, to better serve and interface with clients and impact product development efforts.
- **Analytical Problem Solver.** Researches efforts to determine essential issues, innovates strategic plans to correct immediate problems, and proactively establishes long and short-term plans to accomplish corporate objectives.
- **Market Forecaster.** Combines long-term plans with market trends and capabilities, accurately defining on-the horizon opportunities. Builds a business scenario to leverage corporation's capabilities and improve market share, sales opportunities and enhanced profitability.
- **Strategic Business/Team Builder.** Analyzes current and potential customer/business service requirements, realigning sales teams to provide tactical coverage, building efficient overall marketing programs with combinations of traditional and new channel marketing efforts.

Defining Career Achievements:

- **Managed and grew complex, high-impact markets worth \$20 to \$750+ million annually.** Developed and effectively nurtured solid working relationships with key industry players, Domestic and International markets, and enabling consistent access to major decision makers within the top 10 industries.
- **Innovated market distribution, increasing revenues from \$75 million to \$975+ million for Bombardier Corp.** Added an additional \$225 million over and above \$975 million by identifying markets for international distribution, developing the program and defining the appropriate marketing approach.
- **Grew Leading Technology Innovations business from \$72 million to \$920+ million for Auction123.** Within two years of operation, significantly enhanced sales quality, diffused client escalations, established client/vendor/partner relationships and generated steady sales improvements.
- **Combined BRP Recreational Products from \$675 million to \$1.2B in three years.** Challenged to double revenue on an annual basis, determined production and delivery capacities and delivered sales to meet and exceed network growth potential.

Synopsis of Career Experience

Lonski and Associates

Indialantic, Florida 2005-Present

MANAGING DIRECTOR

17 years of progressive and successful experiences in Marine and PowerSports Industries has given me a unique prospective and understanding of recreational industry operations. Consulting & Recruiting Services, focused on start-up, sales growth, network expansion and leadership of emerging & established companies.

Services to include and not limited to worldwide business development, sales, advertising, marketing, staffing, general management, product development and P&L accountability, with the ongoing dynamics between Manufacturers, Supply Chain, Dealer Networks and the Consumer Relationship.

United Motors USA

VICE PRESIDENT NORTH AMERICA [CONSULTANT]

Miami, Florida 2006-2007

Created the 26 point strategy plan and implemented the sales, sales process, administration & marketing plan for rapid acquisition of a professional sales team [16] and matching growth expansion of the power sports network [246] across the USA.

Major Success & Challenges:

Introduced the classic bench marketing process, pricing analysis, creative public relations, innovative advertising concepts, sales & marketing materials, consistent sales team and dealer support tools which effectively separated UM for the competitive set.

Dramatically increased sales revenue, quality of dealer acquisitions, industry recognition and qualified interest in Asia sourced & manufactured recreational vehicles.

CHALLENGES:

The inability of the company to deliver quality products & services, coupled with minimal inventories available were all impacted by lack of adequate cash flow, to support the growing network.

Vento Motorcycles USA

VICE PRESIDENT NORTH AMERICA [Consultant]

San Diego, California/Melbourne, Florida 2005-2006

\$85 million turn around management & explosive expansion of a North American powers power sports company that previously focused on low end price and quality. The successful implementation of industry standards and creation of the company's consistency in application of administrative procedures, control tools, policies, objectives, programs and sales & marketing targets.

Major Success & Challenges:

- Rapid expansion of the independent contractor sales team for 5 to 14 across the USA to insure Vento Dealer contact, growth and maximum wholesale sale opportunities.
- Explosive USA growth of 165 Vento Dealers to 275+, exclusive of termination of 3 Vento Distributors and subsequent conversion to Vento Direct.
- Implemented & maintained budgets, operational procedures for wholesale/retail pricing, regular competitive reviews and consistency in marketing, public relations, advertising.

CHALLENGES:

- Significant difficulties resulted in maintaining the motivation to move Vento forward in an inconsistent environment between San Diego HQ, the Federal Regulatory Agencies, Vento Dealer Network and the Vento Sales Organization.

Auction123.com Corporation

PRINCIPAL

Ft. Lauderdale, Florida 2003-2005

An Executive Partner, responsible for all aspects of the eBay Motors business and global development, with focus on expanding North American and European markets. Managed and created all aspects of the e-commerce venture, planning, strategy implementation, operations, H/R, legal, budgets, forecasts and execution of new account acquisition with focus on high value, 10 major accounts representing over \$5 to \$20+ million each in annual placement of sales.

- Restructuring the e-Commerce marketing and Direct Sales team, implementing strategic plans and partnerships to take advantage of an immense opportunity for worldwide services and market entry.
- Identifying weaknesses in the sales team, devising training and recruitment packages that would enable sales growth, retention, throughout the United States, encompassing a field sales team of 125+ for 35 states.
- Successfully contacted high-level decision makers in major markets and bringing in highly profitable contracts including 4 National roll outs (representing \$500M+ in sales) for A123 services.

Bombardier Inc. Montreal, Canada 1990 – 2003

VICE PRESIDENT NORTHEAST – BOMBARDIER AEROSPACE

New York, N.Y. 2002- 2003

Promoted to the Flex Jet Division for fractional business jet ownership programs in the Northeast Region that was comprised of Canada, Midwest, North Central, and South Central USA.

- Total fleet availability of 102 Learjet business aircraft and 800 very high-end client profiles.
- Regional sales responsibility encompassed a sales team for 14 states, and the primary focus was the client base retention and new client opportunities.
- Responsible for \$450M revenue base with business jet fractional owners, new ownership and market growth opportunities, in the Northeast, North Central, Midwest and Canada.
- Recruited and upgraded the sales force, set new standards and objectives to improve quality and productivity.

VICE PRESIDENT RECREATIONAL PRODUCTS – BOMBARDIER

Racine, Wisconsin 2002

Selected by senior management for the Evinrude-Johnson Outboards acquisition team to re-establish market opportunities from the bankrupt company.

- Re-started critical departments and re-staffed the entire, sales team, administration departments, advertising, public relations and events.
- Implemented major culture changes, (75+ staff), team leadership, methods and procedures, with profit and loss accountability. (\$350+M)
- Re-established relationships with 1,500+ Dealers, Distributors and Manufacturers.

VICE PRESIDENT BUSINESS DEVELOPMENT – BOMBARDIER

Montreal, Canada 1999-2002

Successfully led the Bombardier Direct.com e-Commerce initiative for entry into a joint venture that enabled business-to-business and business to consumer in one seamless approach. Project scope of 3500 + retail outlets and 6 product lines.

In addition: International Expansion

- Through investment, acquisition, and appointment, established subsidiary companies and distribution (88+ countries) North America, Europe, Pacific Rim, Central and South America, Caribbean and former Eastern block countries.
- Gained more hands-on experience in developing worldwide markets, including major accounts in key areas.
- Became highly proficient in high-level negotiations with key international clients. Established a solid network of International business partners.

VICE PRESIDENT SALES AND COMMUNICATION – BOMBARDIER

Grant, Florida 1990-1999

Significant sales revenue, profit and market share growth in each product offering:

- Launched Sea-Doo Watercraft worldwide with a newly created and recruited team. Reversed negative sales trends and declining profitability. Successfully positioned product as #1 worldwide, reaching \$975M sales, in addition to Sea-Doo Sport Boats as #1, reaching \$125M sales. 18% ROI.
- Re-started Ski-Doo Snowmobiles both, in sales worldwide and market share growth. Revamped advertising and public relations strategy to capture sales opportunities. Maintains #2 position North America and #1 worldwide. 16% ROI.
- Re-organized and developed method and process for worldwide distribution (3500+) methodology that enabled significant profit returns and measurable market share gains.

Education:

Suffolk College Selden, New York
Board Member FIT University
Former Chairman & Board Member IJSBA
Former Board Member NMMA & PWIA