

## William L. Dreshfield

### Contact Information

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### Personal Information

Place of birth: Chicago, IL  
Citizenship: U.S.A.  
Sex: Male  
Marital Status: Married  
Spouse's Name: Emily

### Employment History

#### **Next Generation Services, LLC, Kernersville, NC – Partner**

**2006 to Present**

*Next Generation Services LLC is a consulting organization focused on providing business advice to small businesses and creating business to business selling excellence for companies of all sizes.*

- Lead a team of ten to transform the salary structure of the North American sales organization of a business unit of a major chemical company from salary and bonus to a more leveraged system.
- Conducted in depth analysis of the United States sales organization of a mid-sized, OH based flexible packaging company, including strengths and weaknesses and recommendations for improvement.
- Developed and presented a seminar on prospecting to an OH based flexible packaging company.
- Conducted an in-depth analysis of the sales effectiveness of a major, GA based flexible packaging company including an analysis by division and function. Provided recommendations and a path forward for improvement.
- Provided a small NC based company with a break-even analysis and the metrics needed to drive profitable growth.
- Provided a small NC based company with ideas on how to grow sales into an adjacent county.
- Provided a small NC based company with a plan to expand their operations and sales by three times over a five year period and with a rough cut evaluation of the business's worth.
- Conducted an in depth analysis of the driving safety program of a large IL based energy company including recommendations for improvement.

#### **E.I. duPont de Nemours & Company, Inc. – Numerous Locations**

**1973-2005**

*E.I. duPont de Nemours is a global science company operating in 70 countries with 60,000 employees and sales of over \$29 Billion. Bill progressed and accomplished exceptional results during a 33-year career with increasing levels of responsibility.*

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### **Director of Sales, North America, Ethylene Copolymers – Wilmington, DE 2002-2005**

- Grew revenue at 7%/yr to over \$600 Million
- Active member of the Global ECP Business Team, focusing on profitability, competitive issues and expansion opportunities.
- Implemented extensive customer segmentation process.
- Created a new channel to focus on smaller, highly profitable customers. Achieved double digit growth for those customers for the last 4 years.
- Partnered with a Master Black Belt to drive Six Sigma technology into the sales function. Achieved 100% Green Belt Certification of sales team.
- Lead, recruited, developed, coached and counseled a team of 50 sales and technical professionals and managers.
- Budget responsibility of > \$7M per year.
- Drove competency improvement program through the sales function.

### **Director of Sales, North America, Vinyls – Wilmington, DE 2000–2001**

- Developed and implemented strategies and tactics to regain share in the U.S. Textile Market.
- Developed and implemented in depth sales and marketing plans for the U.S. Paper and Adhesives Markets.
- Developed 5 year and 10 year plans to deal with the movement of the U.S Textile Industry overseas.
- Recruited and developed a new sales and support organization to focus on the U.S. Paper and Adhesives Markets.
- Key member of Vinyl's Global Business Team.
- Provided sales direction and guidance to European sales agent.

### **Director, Customer Technology Lab, Ethylene Copolymers – Wilmington, DE 1997-2000**

- Managed a large, customer focused technical lab with over 50 technical professionals and over 50 technicians and clerical support personnel, providing technical and developmental support to customers in North America, Central and South America and Asia.
- Member of laboratory uniformity team coordinating with labs in Europe and Japan.
- Operating budget of > \$8M and capital budget of > \$1M.

### **West Regional Sales Manager, Packaging – Chicago, IL 1994-1997**

- Lead a team of 10 sales professionals and 4 office support personnel selling polyester films and ethylene copolymer resins to customers in the Flexible Packaging Market in the western 2/3rds of the United States (Ohio and west).
- Coached and developed three high potential employees new to the sales function. (All three later became mid-high level leaders).
- Developed relationships with key personnel at the top customers.
- Renegotiated the office space lease after one division sharing the space decided to close their Chicago office, saving >\$150K/yr.

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### **Industry Manager, Textiles – Charlotte, NC**

**1987-1994**

- Responsible for all phases of customer-facing activities for the sales and marketing of water soluble polymers (PVOH) to the US Textile Industry, including technical support and advertising.
- Developed and implemented detailed marketing and sales strategies and plans by major end-use segment.
- Developed relationship with key customer personnel and key state trade organizations.
- Developed in depth competitive analysis to determine competitive strengths and weaknesses.
- Developed effective bundling strategies with other duPont businesses selling into the same market space.
- Grew market share from 50% to 65%.
- Assisted in the negotiation of complex supply contracts.
- Lead team through the retirement of two key employees.

### **Supervisor, Technical Service & Development, Packaging – Wilmington, DE**

**1985-1987**

- Lead and coached a team of 15 technical professionals providing development and troubleshooting services to customers in the US Flexible Packaging Market.
- Assisted in the recruiting of new college graduates.
- Key member of the Site Leadership Team
- Developed key response time and customer satisfaction metrics.

### **Market Specialist, PVB Sheeting – Wilmington, DE**

**1982-1985**

- Responsible for the development of global product and marketing strategies for penetration into the architectural safety glass industry.
- Key participant in a detailed competitive analysis, including modeling of competitive behavior and responses to various scenarios.
- Conducted numerous global expansion country/site studies, ultimately leading to the production at sites in Europe and Asia.

### **Marketing Representative, Filaments – Wilmington, DE**

**1979-1982**

- Responsible for the sale of nylon (6.6, 6.12) filaments into the tooth brush, hair brush, cosmetic brush and industrial brush markets in the US.
- Developed key strategies and tactics for each customer and for each market segment.
- Established strong relations at key customers.
- Developed testimonial advertisements for new applications of an abrasive filament product.
- Increased revenue by > 10%/year.

### **Plant Technical and R&D Engineer– Seaford, DE**

**1973-1979**

- Responsible for meeting production, quality, yield and cost targets for the Antron® staple carpet fiber product line (1973 – 1974).

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- Successfully scaled up 18 new processes/products from the R&D lab to a semi-works operation for major nylon filament expansion.
- Responsible for the evaluation of new spin pack and meter pump designs for the new spinning machines.
- Responsible for the evaluation of new broker filament detectors (BFD's) for the new spinning machines.
- Successfully started up 6 of 10 new commercial spinning machines.

### **Education**

**Mount Saint Joseph High School - Baltimore, Md.** **1965-1969**

**University of Delaware - Newark, DE** **1969-1973**  
Bachelor of Chemical Engineering Degree

**E. I. duPont de Nemours & Company, Inc.** **1973-2005**  
Numerous training and development courses and programs. Please contact me for details.

### **Professional Qualifications**

- Accredited Associate of The Institute for Independent Business (IIB) – 2006
- Certified Six Sigma Green Belt – 2003
- MS Word, PowerPoint, Excel & Outlook – intermediate skills
- Lotus Notes – intermediate skills

### **Professional Memberships**

- Member Movers & Shakers chapter of BNI (Winston-Salem, NC)
- Former member of the Greensboro Merchants Association (GMA)
- Former member of the Flexible Packaging Association (FPA)
- Former member of the Technical Association of the Pulp & Paper Industry (TAPPI)
- Former member of the Advisory Board, Clemson University School of Packaging
- Former member of the Board of Directors of the Packaging Educational Forum (PEF)
- Former member of the Georgia Textile Manufacturers Association (GTMA)
- Former member of the Southern Textile Association (STA)
- Former member of the NC Textile Manufacturers Association (NCTMA)
- Former member of the Laminators Safety Glass Association (LSGA)
- Former member of the American Brush Manufacturers Association (ABMA)
- Former member of the American Institute for Chemical Engineers (AIChE)

### **Interests**

Reading, cooking, golf, cribbage, travel.