

Peter S. Reineck

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PROFILE

A seasoned chemical industry professional with leadership experience in North America and the UK, in domestic and international marketing, sales, business development and business management with major companies in the chemical, petrochemical, petroleum refining and environmental services industries

An effective communicator with good presentation and interpersonal skills, who works well in a team environment, enjoys productive relationships with colleagues and clients, and networks with professionals up to the most senior levels, and across cultures. Can acquire and connect extensive technical and market information, derive conclusions and recommend strategies, and generate reports and presentations to reach diverse audiences.

An analytical thinker with a long-term strategic focus, proven skills in management and improvement processes, and a track record of accomplishments including development and implementation of strategic plans, market share gains, and operating improvements

Results oriented and resourceful, with a reputation for tenacity, innovation, drive and professionalism

CAREER and ACCOMPLISHMENTS

BUSINESS CONSULTANT, YORK

current

BUSINESS CONSULTANT, TORONTO

1997 - 2004

Engaged primarily in market studies and strategy development, and as a business coach, on a single client basis, often on long-term contract. Clients include SMEs as well as larger companies.

The primary focus of assignments has been on business management, B2B marketing and business development. Projects included assessing value of target companies' commercial contracts, market position, and technology.

Increasingly involved in providing management, marketing and business development services on an outsourced basis, including working as a partner and facilitator with companies to develop and implement growth strategies, with a focus on business sustainability.

MARSULEX, TORONTO

1997 – 2004

Business Development and Marketing (half-time contract position)

For this major provider of environmental compliance services to refineries and utilities:

- Made numerous business assessments and recommended potential acquisitions of chemical and environmental services companies.
- Developed models for project economics and markets, managing external consultants and gaining significant exposure to energy markets, regulatory trends and new technologies.
- Provided a benchmark global market assessment for plant nutrient sulphur, and developed a long-term strategic marketing plan for sulphur fertiliser.

CANADA COLORS AND CHEMICALS, TORONTO

1998 – 2003

Marketing Manager (half-time contract position)

Developed a specialty chemicals business in a new segment for this large distributor:

- Engaged with a leading supplier of white pigment, then developed and executed a marketing plan which resulted in capture of 20% share of the segment.
- Positioned this distributor as an outsource service provider, which attracted leading suppliers.
- Contracted with a new producer of inorganic filler at the project planning stage, to market product to the plastics and paper industries, then jointly developed marketing and business strategies to optimise netbacks and project profitability.
- Planned and implemented a major market development programme for a UK company's new pulp bleaching technology.

BASF CANADA, TORONTO **1989 – 1997**

With responsibility as business manager for P&L of a sales and marketing organisation for (successively) several SBUs of this chemicals major in Canada, championed improvement in a conservative organisation, including product stewardship, training curriculum development and sales force automation. Introduced Customer Relationship Management (CRM), which provided increased value to major customers by mobilising the organisation in a coordinated fashion.

Business Manager, Dispersions (Latex) 1994 – 1997

- Led a team of five sales and technical professionals to build relationships with customers and improve recognition of value: result was 10% sales growth of a mature \$35 million business.
- Concurrently, as part of a NAFTA strategy, used cross-functional teams to convert customers to U.S. supply after closure of Canadian plant, without loss of business.

Business Manager, Intermediate Chemicals, Fibre Raw Materials etc. 1989 – 1994

- Doubled sales to \$18 million by developing new customers and adding products.
- Revised channel strategy, selecting distributors to reduce costs of serving smaller customers and increase share; the use of distributors was new strategy for BASF.
- Recommended combining two chemical businesses to improve customer service and satisfaction, reducing overall staff by two, which was implemented in 1995.

SYNERGISTICS INDUSTRIES, TORONTO **1986 – 1988**

International Business Development, Licensing and Sourcing

GULF CANADA, TORONTO **1981 – 1986**

Manager, Petrochemicals Marketing 1983 – 1986

- Responsible for \$95 million Sales to major domestic and export accounts, increased sales and profit by renegotiating major contracts for higher volumes and lower feedstock costs.
- Provided strategy and plans for a \$130 million business, recommending 25% expansion of a \$35 million business to maintain market position, for a projected 35% profit increase.
- Built seller's case in a \$150 million contract arbitration resulting in the award projected.

Manager, Petrochemicals Business Development 1981 – 1983

- Assessed markets and economics for Western Canada styrene, p-xylene and PP projects.
- Wrote report to industry taskforce on East Coast petrochemical NGL upgrade opportunities.

DIAMOND SHAMROCK, CLEVELAND, OHIO (acquired LANKRO in 1977) **1978 – 1981**

Group Product Manager, International Division (based in Manchester)

LANKRO CHEMICALS, MANCHESTER (now AKCROS) **1968 – 1978**

Market Development Manager, Urethanes 1977 – 1978

Marketing Manager, Specialty Urethanes 1974 – 1977

Technical Sales Representative, Northern UK 1971 – 1974

Technical Officer, Urethane Chemicals 1968 – 1971

PERSONAL INFORMATION

DATE OF BIRTH and CITIZENSHIP: 19th August 1947, citizen of UK and Canada

EDUCATION: B.Sc. Chemistry, UMIST Manchester, 1968

DEVELOPMENTAL PROGRAMMES: Negotiating, Public Speaking, Problem Solving, Large Account Management Practice, etc.

PROFESSIONAL AFFILIATIONS: SCI (Society of Chemical Industry), Northeastern Chemical Association (NECA), Strategic Leadership Forum, European Chemical Marketing Strategy Association (ECMSA), British Association for Chemical Specialities (BACS), Yorkshire Chemical Focus, North East Process Industry Cluster (NEPIC), Chemical and Industrial Consultants Association (CICA)

VOLUNTARY WORK: Served as SCI Marketing and Membership Chair in Canada, and on SCI UK Marketing and Membership Committee. Organised a major interdisciplinary conference on the innovation process and sustainable development, sponsored by SCI and the University of Toronto in November 2002.