

# DANIEL L. PERONE

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## SENIOR EXECUTIVE

### *Chief Executive Officer / Chief Financial Officer / New Business Development*

Highly successful, results-driven senior executive with a career demonstrating visionary leadership, industry expertise, and distinguished performance in the following areas: **business startup, turnaround, and operational management of multi-site, national manufacturing operations.** Recognized as a catalyst for change, combining tactical execution of strategic initiatives with successful hiring and cross-functional training of employees, and development of key alliances. Demonstrated record of capturing and enhancing overall quality, productivity, business management, and bottom-line financial performance.

### *Core Competencies*

- Strategic Planning & Execution
- Team Performance Optimization
- Productivity & Performance Improvement
- Selling & Marketing
- Complete Acquisition Life Cycle
- Analysis & Problem Resolution
- Financial Control / Profit and Loss
- Cost Reductions & Profit Growth
- New Product Development & Roll Out
- Foreign Travel & Global Business Development

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## PROFESSIONAL EXPERIENCE

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### EASTERN FILM COMPANY, INC. – Edison, NJ **CHIEF EXECUTIVE OFFICER, 1988 - 2005**

Developed the idea, and started Eastern Film with the owner of Eastern Steel as a backward integration and a diversification beyond the steel business. Maintained full P&L responsibility for the firm ranked 3<sup>rd</sup> of 10 of manufacturers of pressure-sensitive tapes used to protect surfaces of products against damage due to manufacturing and shipping. With a successful structure in place, Eastern Film has the potential to be the number one company in the industry with its next acquisition. Developed and presented to Board of Directors annual business plan outlining strategy, budgets, forecasts, goals, and objectives. Identified potential strategic acquisitions. Engaged in daily interactions with four direct reports, including chief operating officer, chief financial officer, vice president of research and development, and vice president of sales and marketing. Interacted quarterly with board of directors. Established relationships contributory to closing global business deals and forging strategic alliances to ensure future growth and profitability.

### *Selected accomplishments:*

- Spearheaded grassroots startup of 55,000 square-foot facility in New Jersey, which expanded to a 112,000 square-foot location with 165 employees. **Grew the company from zero to a global leader, through acquisition and organic growth.**
- Orchestrated purchase of Gemac Industries, the company's first acquisition, generating \$6 million in annual revenues.
- Built and developed sales force of 10 direct employees, inside sales force, and R&D technical group, with excellent service and responsive product development as business model.
- **Won 1994 INC 500 Award for one of the fastest growing, profitable companies in the US.**
- Researched and identified three potential acquisitions, one of which has closed, and the second currently under letter of intent.
- Developed and executed successful exit strategy for original owner; transitioned first three years for new private equity firm owners. Currently affiliated with the company as stockholder and advisor.
- Established ISO 9000, 401(k) plan, Section 125 health plan, and upgraded computer systems.

*Professional Experience Continued*

EASTERN STEEL POLISHING CO., INC. – Union, NJ

**EXECUTIVE VICE PRESIDENT / CHIEF FINANCIAL OFFICER, 1986 - 1996**

Recruited to achieve the financial turnaround of the largest processor of stainless steel operating on a national basis, currently a mid-size company employing 350 throughout 10 US-based plants. Managed two direct reports consisting of controller and information technology manager. Maintained daily communications with president and vice president of sales.

*Selected accomplishments:*

- **Drove growth to triple the annual revenues, expanding company from 5 to 10 plants over 10 years;** played an integral role in plant selection, staffing, and machinery acquisition.
- Designed and installed monthly financial reporting and computer systems.
- Established strong rapport with existing banks to build the company's reputation, convincing them to work with company throughout the quick turnaround progress.
- Launched the grassroots startup of Eastern Film as a separate company within two years of tenure with Eastern Steel; remained as an integral member of the senior management team for both companies.
- Upgraded computer systems, brought in ISO 9000, 401(k) plan, and Section 125 health plan.

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*Prior employment includes GAF Corporation, Film and Paper Coating, and Copier Divisions*

*United States Army, Captain, Bronze Star recipient*

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**EDUCATIONAL BACKGROUND**

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STATE UNIVERSITY OF NEW YORK – Binghamton, NY  
Graduate-level business coursework

UNIVERSITY OF PITTSBURGH – Pittsburgh, PA  
Computer programming coursework

NORTHERN UNIVERSITY – Erie, PA  
**Bachelor of Science in Business & Economics**  
Commissioned ROTC 2<sup>nd</sup> Lieutenant

*Professional Affiliations:*

TEC Presidents International Association  
American Management Association  
Greater Philadelphia Senior Executive Group