

Tim G. Bruer
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EXPERIENCE

- June 2017 - present **President of Bruer & Co Consulting, LLC**, providing management consulting to small consumer product companies and a private equity firm
- August 2017 - present **Adjunct Professor** – Cal Lutheran University and Cal State University- LA
- Cal State LA MBA courses – New Venture Consulting and Entrepreneurship.
Undergraduate business – Organizational Behavior and Organizational Dev.
- Cal Lutheran: Strategic Management (capstone),
Org Behavior, Principles of Marketing, and Market Research
- October 2012 - June 2017 **CEO** **Operating Partner**
Tall Tree Foods, Houston, TX Altamont Capital Partners, Palo Alto, CA
- Formed an integrated food company of 4 family-run, regional, value-added protein businesses. Original deal \$50M in revenue, grew organically and with add-ons to \$400M.
 - Led cross-company supply chain cost-reduction programs. Sharpened messaging of each brand to focus on their ethnic heritage.
 - Migrated core products into new geographies and channels. Expanded brands into new category adjacencies.
 - Led new effort to invest in consumer food and beverage. Worked with Investment Team to screen, diligence and acquire businesses.
 - Served as Executive Chairman of a Canadian food company (Dino Buddies) from Dec. 2016 to June 2017.
- October 2010 - October 2012 **CEO**
The ERGObaby Carrier Inc., Los Angeles, CA
- Developed and implemented new strategies for this newly acquired platform business. Expanded distributor base internationally, restructured EU operations, led shift in U.S. from specialty to chain retailers and increased brand consumer awareness/affinity.
 - Achieved +30%/year top and bottom line growth
 - Conducted screen of infant/kid industry, leading to expanded new product pipeline, development of category adjacencies and acquisition targets.
 - Acquired and integrated Orbit Baby, a leading premier travel system company (strollers and car seats). Implemented many of the same initiatives completed on ERGObaby

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April 2005 -
September 2010

CEO

Genisoy Food Company, Tulsa, OK

- Acquired business from the founder. Increased profitability from (\$4 million) to +\$1 million within 9 months, through supply chain cost reductions, sku/customer rationalization, and overhead consolidation.
- Developed a new strategy for the business, shifting focus from performance-based products to products serving the soy consumer

December 1998 -
April 2005

CEO and President

Nonni's Food Company / Shadewell Grove Foods, Tulsa, OK

- Grew business at 40% CAGR, 75% of the growth from new products and channels, from \$20 million to \$155 million. Expanded Nonni's Biscotti from its Food Service roots to all classes of trade.
- Launched Mrs. Fields licensed cookies into retail and food service. Grew sales to \$50 million, largest new Brand in the Cookie category in 10 years.
- Acquired and then grew the Burns & Ricker/New York Style Bagel Chip business. Renovated the business strategy, completed follow-on acquisition of Brownstone Baking Co.
- Sold business for high dollar return

April 1997 -
December 1998

CEO and President

Silverado Foods, Tulsa, OK

Completed turnaround strategy for this \$75 million American Stock Exchange company:

- Rationalized the portfolio, divesting non-core businesses
- Achieved positive EBITDA on core business in 9 months
- Designed and executed new growth strategies for core businesses that ultimately led to sale with high multiple.

February 1992 -
March 1997

Vice President and General Manager, Culinary Division

Nestle USA, Glendale, CA

- Responsible for this \$750 million division that included ethnic foods and baking products, 5 plants, 2,000 people. Engineered the turnaround of the Contadina and Libby businesses. Profit increased from -\$17 million to +\$10 million in 2 years through:
 - Shifting product mix from commodity to value added;
 - Rebuilding brand equity;
 - Rationalization of plant capacity;
 - Supply chain cost reductions.
- Led the effort to acquire the Ortega business from RJR Nabisco, and subsequently consolidated its operations. Re-launched the brand.
- Implemented a new business strategy for Tollhouse Morsels.
- From February to November 1992, led a team charged with developing and capturing new business outside the core, via acquisition and internal development. Projects were transferred to the Culinary Division, based on new assignment. Negotiated a 15 year food alliance with Disney

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May 1985 -
February 1992

Partner

Bain and Company, Inc., San Francisco, CA

- Key player in the consolidation of Nestle USA, and the subsequent development of corporate strategy.
- Member of Bain's Consumer Marketing Practice.
- Also managed client activity in the insurance and high technology industries.
- From April 1988 to December 1990, served as Manager. Directed two 7-person case teams, including client relations, analysis, and implementation of recommendations. Assisted post-merger integration, and assessed options for restructuring and divesting portions of the combined business. Served a key role in the takeover defense of a Fortune 500 Company.
- As a Consultant, generated manufacturing cost savings of 40% / unit for an electronics industry firm. Delivered a facilities rationalization plan, and a new research and development strategy for same client. Identified 15% annual profit growth for a consumer products division through the development of new brand-level strategies.

EDUCATION

June 1985

University of Chicago. Graduate School of Business. M.B.A. degree with concentrations in marketing management and finance. Dean's List.

June 1979

Stanford University.
BA degree in Economics. Member, Phi Beta Kappa.

PROFESSIONAL ASSOCIATIONS

Director for Del Monte Foods (NYSE) 6/97 - 11/2010. Served on Audit and Strategic Committees

Director for Authentic Specialty Foods (NASDAQ) 6/97 - 6/98

Director for Sun Valley Foods, 6/18 - present. Supporting company on financing, strategy and CEO selection (Nominating Committee)