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▲ Experience

Kraft Foods Inc., Glenview, IL (Oct. '00 - Present)
Senior Project Manager, Operational Effectiveness and Innovation

Kraft Foods Inc., Rye Brook, NY (Dec. '96 - Sept. '00)
Senior Packaging Quality Manager

Hammer Lithography, Rochester, NY (May '95 - Sept. '96)
Assistant Quality Technician

Rochester Institute Of Technology, Rochester, NY (Sept. '95 - June '96)
Graduate Teaching Assistant

Classic Press Inc., Vienna, VA (Oct. '94 - April '95)
Manufacturing Manager/Quality Manager

Kelly Press Inc., Cheverly, MD (Aug. '93 - Sept. '94)
Second Shift Production Manager

Phototype Color Graphics, Pennsauken, NJ (June '92 - July '93)
Technical Engineer/Scheduler and Assistant Systems Manager

Education

Rochester Institute of Technology, (Sept. '95 - June '96)
School of Print Management Sciences
Thesis: Alternative Screening & Hi-Fi Reproductions

Drexel University, (Sept. '88 - June '93)
Nesbitt College of Design Arts
Minor, Business Administration

Memberships & Associations

e-Business Communication Association (eBCA)
Technology Executives Club (TEC, Chicago)
Workflow and Reengineering Int'l Association (WARIA)
Association for Information & Image Management (AIIM)
National and Int'l Stds. Board's NPES, ANSII, CGATS, ISO

Flexographic Technical Foundation (FTA)
Gravure Association of America (GAA)
Graphic Arts Technical Foundation (GATF)
American Institute of Graphic Arts (AIGA)
Association of National Advertisers (ANA)

Publications

Ink and Color Magazine, June '02 - "Getting Cozy, Consumables and Packaging Companies Going Direct"
Color Business Report, February '00 - "Managing Color in the Packaging Industry"
FTA First, June '99 - "Color Management"
GATF World, Jan. '99 - "Color Management: The Promise of the Future?"
GATF Technology Forecast, Jan. '99 - "Color Management: The Promise of the Future?"
Trends In Printing, '97 - "Web Publishing"
Ink and Paper, May '96 - "High Fidelity Color"

Industry Presentations

GAA Annual Convention, May '02 - "Future Procurement Philosophies"
Packaging Strategies, Sept. '01 - "Supply Chain Integration and Computer to Plate"
GAA Technology Forum, Nov. '00, - *Key Note Speaker* "Workflow 2000"
NPES/CGATS PDF-X Standards Committee, '00 - "PDF-X Standards"
ANSII/CGATS TR001-2002, '00 - "Graphic Technology, Packaging Development Workflow"
NPES/CGATS STF2, '00 - "Color Reproduction and Process Control for Packaging Print"
FTA First Committee, '00 - "First Standards"
GAA Y2K, Short Run Gravure, Dec. '99 - "Ink and Color Standards an Industry Approach"
GAA Technology Forum, Nov. '99 - "Color Management an Industry Standards Approach"
CMM Chicago, June '99 - "Computer to Plate, for the Packaging Industry"
Packaging Industry Consortium, March '98 - "Fundamentals of Color Management"

References

See résumé attached.



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Senior Project Manager, Operational Effectiveness and Innovation

Develop, execute, and implement operational effectiveness, and technology within the internal organization and external supply-chain, providing immediate, secondary, and tertiary, growth/productivity opportunities. Create and facilitate long range marketing vision by providing a broad range of process optimization/reengineering "operational effectiveness" and systems development for all Marketing Communications activities, (Packaging, Promotions, Sales, Co-Marketing, CRM, Advertising, Creative Services, Kraft Photo Studio's, etc.) and its related functions within the organization and across the supply chain. Integrate business and technology partners into these optimized workflows, driving continuous improvement, and the implementation of "first-in-technology" to create "flexible" processes, which meet all of the organizations marketing needs. Consolidate internal business units, operations, and corporate Marketing Services procurement. Outline, create, and execute all communication, training, and change management materials.

- Leverage industry standards, technology, contracts, and vendor relationships to implement computer to plate technology, across the entire supply chain to complete the digital-manufacturing infrastructure.
 - Generate 7+ million dollars in inventory reduction and packaging write-off productivity, 10+ million dollars in additional, revenue sales, marketing, and productivity opportunities, while enabling multiple e-procurement, CRM, and CPFR initiatives.
 - Create cost-effective targeting workflows by reducing minimum runs, and cycle times.
- Create and lead the development of an integrated marketing portal, which automates and centralizes the project management and graphics approval processes for all of Kraft's Marketing Services functions.
 - Enabling constrained resources to focus on value-add and growth projects and programs.
 - Generating over 5+ million dollars in productivity.
 - Reducing communication vehicle and packaging development cycle time.
- Create and lead the development, implementation, and rollout of a centralized web-based Asset Management System, which captures and centralizes all of Kraft's media assets for access and re-use.
 - Create an on-line portal for the immediate access of all of Kraft's media assets.
 - Consolidate 70+ asset repositories generating 4+ million dollars in productivity.
 - Reduce employee asset search and recovery time from days to minutes.
 - Install the foundation for the implementation and creation of second tier productivity and cycle time reduction portals and workflows (dynamic publishing and virtual ideation.)
- Leverage the Media Asset Library through the development of a dynamic publishing portal, creating an on-line design portal for the creation and execution of marketing and sales materials.
 - Generate in excess of 2+ million in incremental productivity.
 - Transform Kraft's global or "mass drop" marketing into targeting and CRM workflows.
 - Create web-based sales and marketing system, capable of fulfilling personalized orders.
- Leverage the Media Asset Library, through the development of a virtual ideation (3D) and web-surveying portal to optimize new product development, surveying, and resource allocation.
 - Create an ideation and concept development "playground" for the development of virtual concepts.
 - Web surveying will allow Kraft to survey specific demographics, with less group bias. Identifying products for resource allocation and development based on quantitative unbiased data.
 - Reduce Kraft's overall travel and marketing survey spend.
 - Reduce Kraft's concept to shelf cycle time, capturing first to market sales, and market share.
- Partner and co-lead the development and execution of e-procurement and e-pay systems and workflows.
 - Co-lead the make vs. buy decision which selected an external e-print procurement system (Print Café) to manage Kraft's promotional, commercial and sales collateral print spend (150+ million dollars). System return on investment (ROI) targeted to generate 10+% incremental productivity.
 - Specify and develop a three-way matching (estimate, receipt, and invoicing) electronic payment system for all Marketing Services procurement.

- ▲ Experience
- Projects
- Returns

▲ **Kraft Foods Inc., Rye Brook, NY** (Dec. '96 - Sept. '00)

Senior Packaging Quality Manager

Coordinated and managed all Kraft General Foods annual packaging projects (2500+.) Insured packaging strategy, design development, and quality by acting as a cross-functional liaison, while supervising, and interacting with Kraft's 22 internal functional groups (Marketing, Purchasing, Operations, Packaging Communications, R&D, etc.) and Kraft's 100+ external suppliers (Agencies, Photography & Art Studios, Mechanical Building Houses, Separators, and Printers.) Trained, monitored, mediated, and procured packaging supplies and raw materials, from/with all vendors within the supply chain. Developed, implemented, monitored, and improved quality, cost, cycle time, and efficiency of internal/external production processes.

- Planned, developed, and implemented an automated web-based project management system "eWork". This system utilizes the World Wide Web, Intranet, extranet, Lotus Notes, Domino, Oracle, WebSpere, Java, and PDF technologies among others, allowing Kraft's 22 functional groups and multiple external partners to collaborate, disseminate, gather and consolidate information.
 - Created centralized project management, data collection, and reporting system.
 - Reduced packaging development cycle time.
 - Captured ongoing annual savings of 1.5 million dollars.
- Drafted industry standards, practices, principles, roles, and responsibilities. Implemented industry standards into Kraft's supply chain and internal functions. Developed, group training, on-line e-training, and change management communications materials.
 - Optimized packaging industry workflows. Mapped and engineered entire production processes.
 - Created an environment for process/culture change and the implementation of technology.
 - Reduced packaging production cycle time.
 - Maintained existing pricing contracts while capturing 1+ million dollars in productivity.
 - Leveraged onsite T1 lines and digital proofing, with remote computer to plate (CTP), and digital printing devices to complete digital manufacturing workflows.
- Established Strategic Supplier Alliance Qualification Program, used to rank and qualify all separation and print vendors for Kraft business with procurement.
 - Established partnerships for implementation of technology and productivity initiatives.
 - Obtained 10% annual cost savings and an additional guaranteed year over year productivity of 5% for the life of the contract. Year four productivity 30%, 5.5+ million dollars.
- Developed a comprehensive color fidelity program, utilizing industry standards and technology, which standardized Kraft's print procurement, insuring all final printed materials met Kraft's quality standards.
 - Standardized Kraft packaging and industry processes. Improved point of sale quality.
 - Provided ongoing cost savings and price stability across the packaging supply chain.
- Established Marketing Communications diversity supplier procurement programs.
 - Met all corporate minority spending initiatives.

▲ **Hammer Lithography, Rochester, NY** (May '95 - Sept. '96)

Assistant Quality Technician

Maintained all lab testing equipment and databases. Scheduled and evaluated all ink, substrate and finished printed packaging for qualitative lab testing, and determined if additional testing was necessary. Established and maintained ink, coatings, substrate, and final printed packaging L*a*b* color databases, which used in conjunction with the plants on press, spectrophotometers, maintained color balance and tolerances, insuring customer quality. Documented all testing and press procedures for companies' ISO 9000 qualification.

▲ **Rochester Institute Of Technology, Rochester, NY** (Sept. '95 - June '96)

Graduate Teaching Assistant

Taught and tutored undergraduate and graduate students taking bindery and finishing classes. Supervised binder lab sessions and maintained all bindery equipment.

▲ **Classic Press Inc., Vienna, VA** (Oct. '94 - April '95)

Manufacturing Manager/Quality Manager

Supervised a production staff of forty workers over two shifts. Scheduled the production of all jobs from prepress through shipping. Estimated jobs and provided all customer production schedules. Implemented a closed loop, estimating, scheduling, job jacket, invoicing, and inventory management program.



▲ **Kelly Press Inc., Cheverly, MD** (Aug. '93 - Sept. '94)

Second Shift Production Manager

Supervised a prepress and print production staff of thirty, prepared and scheduled jobs through the production and shipping. Performed press and bindery inspections and approvals. Coordinated all print production, bindery, and shipping schedules.

▲ **Phototype Color Graphics, Pennsauken, NJ** (June '92 - July '93)

Technical Engineer/Scheduler and Assistant Systems Manager

Supervised second shift production staff of fifty. Planned and reviewed all jobs, decided whether jobs would be done conventionally or electronically. Evaluated color, and preflighted/prepared art, transparencies, veloxes, and mechanicals for production. Assessed production, workflows, and scheduling of all jobs prior to production. Identified and resolved all scheduling and production issues. Supervised all second shift prepress activities including all Scitex and Desktop production.

▲ Experience

Education

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School of Print Management Sciences
M.S., Course Work, Printing Technology
Thesis: Alternative Screening & Hi-Fi Reproductions

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B.S., Printing Technologies Management
Minor, Business Administration

Memberships & Associations

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References

Craig Korte, (Former Director)
Operational Effectiveness & Innovation
Kraft Foods Inc.
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Robin Osterland
eWork Group Site Leader
Kraft Foods Inc.
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Rye Brook, NY 10573
914.335.8828 rosterland@kraft.com

Rick Ruder
Vice President of Sales & Business Development
Southern Graphic Systems
2929 South Floyd Street
Louisville, KY 40232
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Dick Dunnington
Vice President
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716.436.2150 ddunnington@gaa.org

Management Style

Results oriented management style: Based on clearly defined expectations, business plans, roles, and responsibilities. Believe in motivating individuals and teams based on personnel needs and group dynamics, while creating room for differing management styles to thrive. Desire and ability to identify when and how to direct others, resulting in highly productive teams, which deliver scalable growth.

Momentum leadership: Capable of generating excitement and user desire "client pull vs. push approach." Able to earn respect through idea leadership, strategic vision, quick wins, and bottom line impact.

Change management: Proven ability to communicate, manage change, and gather internal and external resources. Capable of creating "cross-functional teams" for the creation, development, and integration of new policies, workflows, tools and technologies, to meet the changing corporate and retail environment.

Skills

Managerial experience: Proven managerial leadership experience of leading teams of 5 to 100+ employees, vendors, and clients, across the entire organization and supply chain.

Idea generation: Proven ability to leverage/conceptualize personnel, corporate, and industry knowledge, analytic's, and resources to generate ideas that fundamentally change the way organizations work, communicate, and market to customers.

Creation of qualitative and quantitative measures: The ability to leverage "spin or weave" data, intellectual capital, and emerging technologies into the next big idea, for all processes, programs, and projects.

Communication skills: Demonstrated ability to translate complex, ideas, technologies, and concepts into easy to grasp, relevant ideas, communications and business plans, by using everyday non-technical tools, common language, and visual examples. Capable of asking insightful questions about business and marketing objectives, which drive user acceptance, solicit program funding, resources, and implementation.

Presentation skills: Strong interpersonal and presentation skills in both one-on-one and group settings; an ability to sell ideas and obtain buy-in from others; demonstrated ability to use data and customer insights to change how people approach marketing decision-making and related investments.

Project management: Demonstrated ability to, plan, develop, implement, gather input "user testing" and roll out programs, projects, technology, policies, and/or procedures both internally, and industry wide. Capable of managing multifaceted projects requiring, multiple personnel, process, and technology changes.

Engagement management: Ability to generate and lead projects from the concept, business plan, and "sell" stages through the, make vs. buy, RFI/RFP/RFQ stages, and into development/implementation, training, and rollout. Proven track record of meeting or exceeding implementation, development, rollout schedules, and budgets. Capable of leading multiple simultaneous cross-functional and enterprise wide initiatives. High level understanding of web based eWork, B2B, e-buy and e-Pay workflows, systems and requirements including a broad exposure to corporate procurement and financial requirements.

Cross-functional liaison: Ability to create consensus and goal alignment in complex and matrixed corporate organization structures. Demonstrated ability to leverage conflict from varying product and functional groups to develop consensus. Political sensitivity and interpersonal skills to identify the key decision makers who can impact mark decisions. Able to identify key executive issues and build partnerships that result in increased investment in the overall strategic vision.

Trouble shooting: Excellent listening, interpreting, problem solving, negotiating, and consensus building skills. Ability to identify the core issues/problems and bring closure to complex and "heated" issues. Able to sell/transfer ownership of ideas to others in order to gain desired results.

Industry contacts and knowledge: Highly motivated continuous learner: capable of utilizing a broad array of industry, technology, and vendor contacts, to gather pre- next generation technology information (Under NDA) and prepare for organizational change management, and manufacturing workflow implications.

Interests & Service

Personal interests: Football, Basketball, Golf, Rock-Climbing, Hiking, Hunting, Fishing, Travel, and Art.

Service activities: Kraft Employee Fund, Chicago Children's Hospital