

# JASON V. KERINS

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## STRATEGY & BUSINESS DEVELOPER, FINANCE LEADER

Innovative strategist and leader with a decade of experience advising Fortune 500 management teams on how to solve their most pressing, complex, profitability challenges in high-pressure environments and compressed time frames. Seek to enable Northeast Ohio businesses grow profits and local employment, and to achieve their highest aspirations.

### Core Skills:

- Strategic Analysis and Plan Development
  - Management Processes Improvement
  - Operating Model Design and Restructuring
  - Large-Scale Program Management
  - Change Leadership and Executive Coaching
  - Intellectual Capital Development
  - CFO Agenda/Finance Function Effectiveness
  - SG&A Operations Improvement
  - Strategic Sourcing
  - Multi-Functional/-National Team Leadership
  - Expertise in the Consumer Products, Energy & Chemicals, Health, and Automotive Industries
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## PROFESSIONAL EXPERIENCE

**BOOZ & COMPANY** (formerly Booz Allen Hamilton) New York, Chicago, Cleveland

*Principal, Organization & Change Leadership and Consumer & Media Practices* 2005-2009

*Senior Associate, Organization & Change Leadership Practice* 2002-2005

*Associate, Operations Management Group* 1999-2002

Advise senior management teams on critical business challenges; accountable for multiple teams and streams of work, managing the day-to-day senior client relationships to deliver results exceeding expectations, within time frame and budget. Lead and support marketing and sales efforts with own and others' clients, primarily in areas of expertise and thought leadership. Recruit, hire, and mentor a team of junior staff across practices and countries.

- Created growth campaigns driving 5-15% revenue increases through innovation, channel, and go-to-market strategies.
- Reorganized businesses via mergers, restructuring, and turnaround programs—20-30% cost reduction with improved services.
- Drove SG&A cost improvements of 20-40% while improving overall quality of services provided.
- Devised new management processes to ensure recommendations are implemented and realized—typically exceeding targets.

**BANK ONE** (now JP Morgan Chase) Chicago

*Assistant Vice President, Trust Operations* 1997-1999

*Officer, Trust Operations* 1995-1997

*Analyst/Teller, Safekeeping and Bond Operations* 1993-1995

- Combined analytic, economic, I/T, and operations skills with people and leadership skills to enable quality (“zero defects” for most months in a year), revenue growth (incremental 2-3%), and cost improvements (10-15%).
  - Created and led innovative Quality and Diversity initiatives with measurable, profitable success.
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## EDUCATION

**The J.L. Kellogg School of Management** (Northwestern University), Evanston, IL 1996-1999  
MM/MBA degree with concentrations in Marketing and Strategy.

Beta Gamma Sigma Honors Society; Graduated with Distinction.

**The College of William and Mary in Virginia**, Williamsburg, VA 1988-1992  
BA degree in Economics with a minor in Mathematics.

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## ACHIEVEMENTS

### STRATEGY AND LEADERSHIP

- Led 10 teams on 6 continents to develop an innovation and acquisition-led growth strategy for a global Consumer Products client delivering portfolio, revenue, and cost synergy that, post-acquisition, would increase combined market value by 10-20%.
- Devised a new capability portfolio for a global Energy producer, identifying channel and market entry strategies for 2-3% market share growth and 3-5% operating profit growth, and avoiding a \$300MM capex investment.
- Developed new Go-To-Market strategies and organizations for Agribusiness, Chemicals, and Pharmaceutical clients, improving market share 5-15%, Operating Income 3-5%, and cost 10-20%.
- Redefined the value chain and business plan for an internet startup, securing funding, providing content, and training staff.
- Crafted business turnaround insights for a global Automotive OEM, enabling management focus and a return to profitability.

### ORGANIZATIONAL TRANSFORMATION

- Created a new mission, vision, strategy, and turnaround plan for a regional health system—now on track to deliver 5-10% revenue growth and 20-25% cost improvement.
- Built new planning, insight, and management processes, capabilities, and organization for a global Logistics provider, delivering improved capabilities at 40% lower cost, and enabling the overall transformation effort to exceed cost targets by 50%.
- Co-led the post-merger integration efforts for two Telecommunications Equipment companies, delivering revenue and cost improvements 150-200% greater than those targeted in the financials supporting the merger decision.
- Reorganized an Entertainment Category Manager, making them more customer-centric and avoiding bankruptcy.

### OPERATIONAL EFFICIENCY AND EFFECTIVENESS

- Identified and planned the implementation for SG&A service improvements and cost transformation, improving quality while lowering costs 20-40% for Consumer Products and Chemicals clients.
- Delivered 20-40% sourcing cost improvements through innovative supplier partnering agreements and on-line tool use for global Consumer Products, Foods, and Automotive clients.
- Led the U.S. teams of an international Chemicals company spin-off to identify contracting process improvements and renegotiate contracts for overall cost reduction of 15-20% while maintaining working relationships with the parent company.

### PEOPLE AND CHANGE MANAGEMENT

- Regularly noted by clients for building teams and working relationships that enable implementation post-engagement.
- Sought out as mentor by junior staff, with a track record of rapid development for mentees.

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## INTELLECTUAL CAPITAL

Selected publications, speaking engagements, and presentations:

- Author: “The Matrix Reloaded: The Multi-Axis Organization as Key to Competitive Advantage”.
  - Author: “No Surprises: Effective Early Warning”.
  - Author: “Putting Perspective in Planning”.
  - Contributor: “CFO Thought Leaders” *a Strategy + Business Reader*.
  - Contributor: “The View from the Top: Rethinking the Roles of Senior Management”.
  - Contributor: “Putting Strategy into Play”, CFO Magazine C-Suite Conference (New York)
  - Contributor: “The Activist CFO”, FEI Conference (Chicago)
  - Lecture: “Organizing for Competitive Advantage”, NYU Stern School of Business.
  - Speech: “When All Hit Their Targets Except Corporate”, FEI Summit (San Francisco).
  - Presentation: “Counter Intuitive Strategy for Profiting from Digital Downloads”, University of Chicago.
  - Client Training: “The Emerging Role of Finance for Top-Tier Companies”
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