
DAVID V. M. HULL

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CAREER HISTORY

CONSULTING PROJECTS

July, 1998 - present

A private business offering small business consulting and executive coaching services to companies in transition. The services include - consulting **advice** in strategy, structure, systems and people; and coaching **assistance** in implementing and managing change. Consulting to small and medium-sized companies is the prime goal - from problem analysis to decisions counselling, helping with writing a business plan, and including a hands-on approach to executive coaching.

David Hull has the skills and experience to provide business coaching assistance all the way through to successful implementation of your business plan.

ZENON ENVIRONMENTAL INC.

July 1999 – Sept. 2000

Chief Financial Officer of a closely-held public company with revenue of \$100 million in the water filtration industry.

DIVERSEYLEVER

1996-1997

Subsidiary of Unilever, formed in April 1996 by the merging of two competitors, Diversey Corporation and Lever Industrial. Combined sales of \$2.9 billion and 12,000 employees in 60 countries around the world. Company manufactures, sells and services industrial cleaning detergents and systems for customers in the hospitality, health care, food and beverage industries.

Senior Vice President, Food and Beverage

Mandated to integrate business in 13 European countries ... integrate Food and Beverage division in North America ... stem significant losses in U.S. food division ... set global strategic direction for business unit serving Food and beverage customers.

Results:

All businesses successfully integrated in 18 months ... operating results ahead of plan ... losses eliminated in U.S. ... global strategy for Food and Beverage set and communicated.



DIVERSEY CORPORATION

1984-1996

Subsidiary of The Molson Companies Limited with sales of \$1.6 billion operating in over 50 countries.

President Diversey Food

1995-1996

Given responsibility to lead newly formed business unit serving Food and Beverage customers globally, as Diversey transitioned from geographic to customer group structure ... establish management team and formulate global strategy for the Food and Beverage business which had sales of \$450 million in 1995.

Results:

Established the management team, developed the strategy and communicated it globally well ahead of schedule ... highly motivated new business unit down to field level was ready to launch by the time Diversey was sold to Unilever.

Corporate Senior Vice President, International

1989-1995

Assumed sales and profit responsibility for all areas outside North America ... 44 countries, over 3,000 employees and sales of \$700 million, divided into 6 regions ... mandate to improve sales growth rate and profitability of the international business.

Results :

Doubled sales growth rate to an industry leading 7% p.a. ... improved pre-tax profitability significantly to above industry average (7 to 11,5% of sales) ... Europe flourished, Latin America grew rapidly and Asia Pacific moved from losses to profitability ... led two successful major projects - the formation of a global Operations Group (product supply function), and EuroVision 2000 (growth and efficiency in Europe).

Vice President & Chief Financial Officer

1984-1989

Mandated to introduce stronger financial disciplines ... improve speed and quality of financial reporting for operating management and the shareholder ... introduce strategic planning ... turnaround losing U.S. subsidiary.

Results:

Significantly improved financial reporting ... reduced capital employed by 20% ... R.O.I. principles introduced to the management process ... launched (with the Vice president, Marketing) the first global strategic plan ... turned around sales and profits in the U.S. subsidiary within 2 years.

THE MOLSON COMPANIES LIMITED

1979-1984

Various financial roles leading to **Vice President, Controller** in 1982.

COOPERS AND LYBRAND

1968-1979

Worked in U.K., Switzerland and Canada in general audit and computer audit for much of the time as the manager of large assignments.

EDUCATION

Chartered Accountant (England and Wales)

1971

B.Sc. Economics (Honours), University of London, U.K.

1967

