

# RAUL GREYER

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## GLOBAL BUSINESS DEVELOPMENT & STRATEGY

A results-driven professional best known for a consistent success in maximizing corporate performance, sustainable development, and social responsibility. Drive growth, generate revenues, capture market share, improve profits, and enhance value in domestic and international markets. Expert in building long term relationships within complex corporate structures. Strong qualifications across all core business functions with a fluid background in marketing, strategy management, and cross-industry sales. Conducted business in the USA, Central and South America, Brazil, Japan, Asia, the Middle East, and Europe. Maintains dual citizenship: USA and European Union (Germany); lived in Europe, South America, and Asia. Fluent in English and Spanish; advanced knowledge of French, Portuguese, and Italian.

### KEY AREAS OF EXPERTISE

- Business Strategy, Execution and Performance Management
- Cross-Industry Multinational Marketing and Sales
- Multicultural Team Management and Training
- B2B, B2C, Internet Marketing and Sales
- Post-Acquisition Integration and Management
- Global M&A, and Joint Ventures
- Business Continuity, Intelligence and Security
- Change Management and Restructuring

### PROFESSIONAL EXPERIENCE

#### **United Media Business Services, Queensbury, NY** **Consultant/Managing Director**

**3/2005 – Present**

*UMBS is a state-of-the-art media and communications group.*

**Challenge:** Lead and manage the transition from a family operated business to a state-of-the-art, 21<sup>st</sup>-century multimedia company. Support local customers while expanding the client base to include larger multinationals. Build a network of sub-contractors to maximize earnings and successfully manage time-sensitive projects. Compete against an overwhelming supply of services by large and small media groups while growing the business locally and abroad.

**Actions/Results:** Doubled revenues the first 12 months. Increased hourly fees by 48% across product service lines and reduced past due billings by 92%. Paid off initial capital investment months ahead of schedule while building cash flow momentum by providing ongoing consulting services to clients on a cross-industry basis. Through streamlined operations, enabled greater investment in state-of-the-art technical infrastructure to support television programming, video production, Internet development, content and online advertising, 3D, 3G communications, and print media.

#### **Kadant AES-UNiGY, Queensbury, NY** **Consultant /Head of Global Strategy**

**2/2006 – 9/2007**

*Kadant, Inc., parent of Kadant AES, has been a leader in the Pulp & Paper Industry for more than 100 years with operations on every continent and revenues exceeding \$380M.*

**Challenge:** Build and manage a product road map (market research) to support the sales of a traditionally pulp and paper technology to the forging industry worldwide. Establish branding and marketing strategies in concert with the engineering team to ensure a consistent and effective message. Implement the strategic business plan across a complex and matrixed environment. Establish sales goals for cross-industry platforms in the US, Europe, China and Japan, manage communications between finance, engineering, and marketing to ensure optimal practices and execution schedules.

## **Raul Grether**

**Actions/Results:** Doubled sales in the first year while building a multi-industry operational infrastructure in the United States and Europe. Branded and introduced UNiGY technology to the forging industry, securing a half-dozen joint-ventures/collaboration agreements with key technology players in Europe and the US. Successfully managed and implemented a public relations, marketing and sales campaign to support UNiGY technology launch in China, Japan and India. As a result of the successes above mentioned Kadant extended the scope of the contract to launch UNiGY into other heavy industries i.e.; aviation, auto, plastics, rubber and offshore drilling.

**Elant, Inc./Lifestyle Concepts, LLC, USA-Spain**  
**Consultant: Expansion and Joint Venture Strategist**  
**Managing Director (EU)**

**8/2003 to 1/2005**

*One of America's premier long-term care groups, providing health and housing services to the elderly.*

**Challenge:** Overcome complex business challenges and make high-stakes decisions within fast-paced, high-pressure environments using experience-backed judgment, innovation, strong work ethic, and irreproachable integrity while establishing one of America's premier long-term care groups in Europe. Manage and coordinate a team of highly specialized legal, financial and health-care professionals; Collaborate with the Spanish government, regional and local health care providers (hospitals) in the drafting of new long-term care legislation.

**Actions/Results:** Accomplished all assignments under budget in just eleven months. Designed and implemented the legal/corporate/tax structure for Lifestyle Europe, SRL; secured relationships with health care, insurance, pharmaceuticals, financial, and fiscal institutions. Initiated joint-venture negotiations with multiple European multinational entities to develop high-end senior housing projects in Spain and Eastern Europe with an initial investment commitment of €320+ M. Arbitrated and terminated a failing 2-year-old inherited joint venture without any legal or financial ramifications. Positioned the group for sustainable development by instituting a cost-efficient operational platform, and the ability to gather intelligence and information on the health care and drug manufacturing industries in the European Union. Led negotiations with Spanish local, regional, and European Union health care authorities; secured government subsidies and special variances needed to implement future business plans.

**Omnicare, Inc., Malta, NY**  
**Post-Acquisition and Integration Manager (2004)**  
**Director of Business Development, New York State (2001-2004)**

**8/2001 to 1/2004**

*America's leading provider of pharmaceutical services to long-term care facilities, hospitals, and senior housing.*

**Challenge:** Participate in high-level operational initiatives-infrastructure design, process reengineering, turnaround, reorganization, business / product integration-for stand alone and group LTC facilities. Spearhead new markets accounts, launch products and services, drive growth, win market share, generate revenue, improve margins, and manage team's peak performance.

**Actions/Results:** Exceeded all target objectives. Established a cost efficient operational platform within six months. Generated over \$200M in new long term contracts while implementing a cross-selling platform to service these high-dollar customers. Halted customer attrition and renewed profitable relationships valued at \$40+M in annual sales. Reduced staff turnover from 50% to less than 20%. Promoted new business opportunities for the Clinical Research Division while introducing new marketing concepts and lifecycle management practices to the pharmaceutical industry. Completed efficient transfer of 25,000-plus newly acquired LTC beds throughout New York State.

## RAUL GREETHER

**TV Data Technologies / Tribune Media Services, Queensbury, NY**  
**President and COO, International Division**

**11/1997 to 8/2001**

*TMS is an innovative, entrepreneurial business unit of the larger Tribune Company, focused on creating and distributing information and entertainment content in print, online, and on-screen.*

**Challenge:** Recruited to identify new market opportunities and grow revenues for this 35-year-old, privately owned media company which was experiencing declining profits as a result of increasing pressure from its largest US competitor. Co-managed 200+ people in the USA and directly managed 45+ personnel overseas.

**Actions/Results:** Assumed all responsibilities within 90 days; kept costs under control and exceeded revenue projections. Developed and executed a workable international business plan covering more than 30 countries on four continents. Signed technology agreements within the first 12 months; negotiated alliances/outsourcing and joint ventures (broadband Internet, cable, satellite) in India, China, Japan, EU, and Latin America; managed start-up efforts including HR, P&L, legal and tax issues. Grew revenues 10-fold through global expansion, outpacing the competition by focusing on value-added, timely, and cost-efficient products/services. Thus boosting market capitalization from \$67 million to \$275 million over a three year period. Earned the 1999 and 2000 Excellence in Export Award by the Global Business Network and New York State Dept. of Economic Development.

**Genesis World Holdings, Inc.,** President & CEO  
Buenos Aires, Argentina/Sao Paulo, Brazil/Santiago de Chile, Chile  
**Pacific European Bank,** Director  
Holland, Netherland Antilles and British Virgin Islands

**1994 to 1997**

**Merrill Lynch Bank & Trust (UK),** Vice President & Key Liaison  
Miami, FL/Middle East/South America

**1991 to 1994**

**The Bank of Tokyo, Ltd.,** Senior Vice President & Manager  
Miami, FL/Geneva, Switzerland

**1981 to 1991**

### EDUCATION / TRAINING

• BA, University of Buenos Aires

Advanced Management Courses:

- Graduate School of Business, University of Chicago.
- Graduate School of Design, Harvard University.

For more complete details, please visit: [www.raulgrether.com](http://www.raulgrether.com).