

Garrett G. Laudенback

Meridian, Idaho
glaudenback@pm.me
208.789.8599

PERSONAL

OVERVIEW: My passion lies in empowering others to realize and embrace the purposeful lives they are destined for. In business, I achieve this by collaborating with boards and senior leaders to cascade the company's vision down to the front lines, inviting them to join in its realization. I build relationships and highlight the pivotal role each individual plays, showcasing how their unique strengths contribute to the broader vision. This innate ability has positioned me as an impactful integrative leader for organizations seeking improvements in their financial results, employee morale, customer loyalty, or growth trajectory. I have consistently aligned people and processes to fulfill organizational purposes across diverse settings, and I'm eager to contribute to a company desiring organizational health and holistic success.

At Home: I am blessed to have been married to my best friend, Erica, since 2012. We have a seven-year-old daughter and five-year-old son. I have the privilege of supporting Erica in her business ownership journey and spending time with my children, encouraging them to be all that they can. I firmly believe that strong families are the foundation of a thriving society and seek to live out my values.

Psychological Profile: I am fast paced, comfortable in uncertain environments, and self-motivated to produce results. While I can exhibit extroverted tendencies depending on the situation, I also value solitary reflection. According to the Predictive Index (PI), I'm classified as a "Venturer". My Process Communication Model (PCM) profile is: Thinker (100%), Persister (78%), Promoter (76%), Imaginer (36%), Harmonizer (33%), and Rebel (5%). My top five Clifton Strengths are: Individualization, Responsibility, Self-Assurance, Connectedness, and Relator.

WORK

EXPERIENCE: **Co-Founder and Integrator:** TSOR Group, San Diego, CA (remote), January 2022 – Present

- Co-founded a boutique consulting firm, driving improvements in EBITDA for our clients through operational and human capital excellence.
- Facilitated Series A funding round closures for clients through business model validation, operating plan development, instilling investor confidence.
- Conducted comprehensive organizational development training using proprietary curriculum, enhancing team alignment for financial and organizational objectives.

General Manager: Pasha Automotive Services, National City, CA, September 2019 – December 2021

- Reengineered entire business unit, flipping a \$2MM loss in 2019 to a profitable \$7MM EBITDA in 2021.
- Collaborated with the Vice President of Operations to negotiate a 5-year labor contract, establishing a fair working environment with clear progression and livable wages.
- Managed an eight-day economic strike, retaining 30% of unionized workforce and exercising our right under federal law to hire 200 permanent replacements over 5 days.
- Renegotiated three-year contracts with three largest customers (Toyota, Volkswagen, Hyundai) considering operational and financial improvements.

Branch Manager: Wrist Ship Supply, Rancho Dominguez, CA, November 2017 – September 2019

- Managed the 2nd largest North American site for Wrist Ship Supply, overseeing a 53-personnel team across multiple functions, and a \$30MM P&L
- Restructured the branch organization chart, improving workflow and developing internal talent progression.
- Implemented Wrist's ERP system in the warehouse, reducing total headcount by 10%.

Senior Manager, Port & Terminal Operations: Hapag-Lloyd, Long Beach, CA, November 2016 – October 2017

- Oversaw efficient operations of the world's 5th largest shipping line via the busiest trade portal in the Western Hemisphere.
- Managed a \$100 million annual budget, coordinated with numerous vendors to provide a consistent product for customers.

Terminal Operations Manager: WBCT - Ports America, Los Angeles, CA, July 2014 – October 2016

- Managed \$75 million annual budget, leading direct and indirect reports along with a union workforce of 150-300 employees.
- Fostered relationships with industry stakeholders and ocean carriers through innovative approaches and customer service focus.
- Implemented a weekly one-on-one program with managers and their direct reports, resulting in improved trust, performance, and employee retention.

Customer Service Manager: WBCT - Ports America, Los Angeles, CA, August 2013 - June 2014

- Enhanced WBCT's Net Promoter Score through creative problem-solving and consistent follow-through on commitments.
- Introduced an improved delivery method and new appointment system to cater to the needs of major retailers such as Target and Home Depot.

Operations Manager: Terminal Operations Center, Ports America, Los Angeles, CA, January 2013 - July 2013

- Managed all aspects of terminal's operational forecasting and planning, applying Kaizen methodology for continual process improvement.
- Applied a new data-driven approach to terminal planning that improved space utilization and efficiency through predictive modeling.

Vessel Superintendent: Ports America, Los Angeles, CA, August 2010 - December 2012

- Directed a union labor force of 50-120 employees to ensure safety and operational goals were met.
- Fostered a teamwork environment between ILWU and management to achieve terminal vessel productivity records.

EDUCATION: B.A. Global Studies, California Maritime Academy, Vallejo, CA, August 2007 - May 2010

- Completed a four-year program in three years and graduated Magna Cum Laude.
- Member of the CMA Toastmasters Club and won Bay Area speaking events.

Additional Certifications:

- Lean Six Sigma Green Belt (Lean Map) & Talent Optimization Certification (Predictive Index)