

# JON G. BARTON - SENIOR EXECUTIVE

## Chief Executive Officer & Board Advisor

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### Growth Strategist Behind Burgeoning Market Share – With Peak Rise in Valuation Positioned Falcon as #1 Worldwide – Outpacing Competitors 17%+ in CAGR

#### Exceeded Profit & Revenue Goals for 8 Consecutive Years

**Strategic growth driver, synergist, mentor, and quality visionary credited with epic growth and financial performance** leading to successful company sale and integration. Customer-centric executive and leadership coach noted for establishing team synergies enabling unsurpassed customer value, low-cost footprint, advantageous sourcing partnerships, tight production benchmarks, and best-in-class, lean quality products / processes.

**“Our results blew away Wall Street and the biggest reason was Falcon.”** – CEO, Kensington Corporation  
**“Jon created our game-winning formula. He was our special sauce.”** – VP, Continuous Improvement

Cost Control - Manufacturing Strategy - Quality Assurance - Capital Strategies - Growth Leadership - Global Sourcing  
Operational Lean Improvement - Sales Growth - Cultural Change - Stakeholder Relationships - Board Collaboration

### Career Highs: *Results Surpassing Market Expectations*

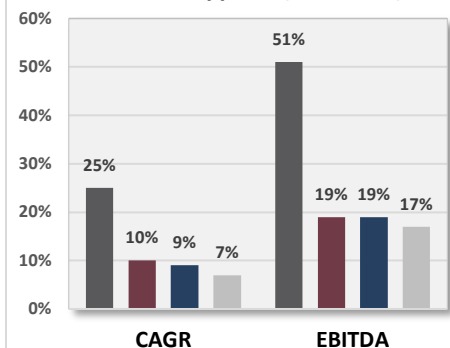
**Market-Lauded Growth Strategy:** Executed successful sale for **7-fold 2014 valuation** – winning PE accolades for *1 in 1,000* success story and 35% market share in aggressive category, with continued site expansion.

**Profit Results:** **Eclipsed \$113M 2015 EBIT goals**—achieving \$137M, with on-track progress to \$168M in 2016 despite adverse raw material economics. Improved new-division profits \$32M+ within first year.

**Strong Annual Performance:** **Drove 25% YoY top-line growth** (industry average 2%) from 2011-2015 and 50% yearly profit growth. Gained pricing edge from unique, customized solutions sparking customer interest.

**\$2.7B Contract Award:** Landed first integrated cockpit system contract, **outpacing Tier 1 suppliers** and facilitating \$550M+ rise in AMI valuation.

*Performance Against Top 3 Hardware Suppliers (2011-2014)*



### Professional History

#### Falcon Hardware (Kensington Corporation) | 1999–Present

Earned C-suite authority for shepherding growth and fast profits at provider of premium automotive products to BMW, Ford, GM, Toyota, FCA, Honda, Mercedes, Nissan, Volvo, & other market players.

#### CEO & VP / GM, Kensington Hardware Division - 2015–Present | COO, Falcon Hardware - 2011–2014

##### *Preserved Staff Morale During Post-M&A Phase - Built Strong Profits (Americas, Europe, Asia)*

M&A Integration - Market-Leading Position - Continuous Improvement - Team Direction & Motivation - Global Growth  
Board Relations - Cultural Change - Revenue Expansion - Manufacturing Standardization - Change Management

**Earned global executive charter, expediting profits and building firm’s reputation** as #1 provider of uniquely designed and produced automotive hardware – dominating competitors at 37% market share and culminating in 2014 sale to Kensington; took CEO role in \$1.7B Hardware division. Facilitated customer sales growth via value-linked innovations, with attention to detail and stringent product standards enforced worldwide.

**Falcon Hardware (Kensington Corporation)**

**CEO & VP / GM, Kensington Hardware; COO (Continued...)**

**Strategic Integration & Growth Leadership**

- Quickly reached **\$710M incremental growth** in Asia as COO, mirroring success in Americas and Europe by creating customer value focus and elevating manufacturing to global benchmark quality standards.
- Led post-acquisition HR, Finance, and IT integration; transitioned 211 corporate associates to Kensington HQ facility; surpassed Wall Street profit expectations (63 basis points accretive to earnings).
  - Earned accolades as #1 Kensington turnaround and operating executive.
  - Retained employees throughout volatile post-merger phase.
- Influenced quality with substantial investment in product teams and focus on continuous improvement; inspired dedication and **developed “A” players** (77% of Falcon leadership team) through personal mentoring.

**President, Americas & Europe - 2009–2010 | President, Americas - 2005–2008**

**Produced Market-Leading Growth Far Exceeding Closest Competitors**

New Design Standards - Growth & Technology Upgrades - Customer Satisfaction - Marketing Improvements

**Took over Europe at Board and CEO request** – raising market share to 25% and setting stage for 100% growth after spearheading turnaround across Americas. Maintained low CAPEX, even with rising production capacity and new plants; incorporated new design standards and narrowed focus to core competencies. Administered production, sales, and marketing teams, with close collaboration on product strategy and materials sourcing for consistency.

**Expansion Strategy & Results**

- Built Americas quality and technology roadmap hailed for generating **57% yearly EBITDA** (vs. #2 competitor at 17%) and **#1 market share**; extended strategy to Europe and Asia, including new production facilities.
- Created 7 pillars of lean product development / manufacturing; built teams educated in tight, global standards.
- Won accolades for best-in-class safety, quality, and fiscal results. Converted \$7M losses to 11% profits.

**VP, Global Commercial & Product Development - 1999–2004**

**Reversed Quality & Cost Challenges With New Product & Quality Standards – Setting Industry Benchmarks**

Quality & Performance Benchmarks - Product Enhancements - Market Share Growth - Sales Increases  
Financial & Manufacturing Performance - Operational Improvements - Team Training - New Manufacturing Technologies

**Revitalized sales and marketing, elevating quality and resolving \$20M+ annual losses** by emulating Toyota’s product design standards, including lean product and manufacturing principles. Championed changes in finance focus metrics, consolidating vendors to carefully selected, long-term relationships. Led all product development, sales, and marketing.

**Turnaround Performance**

- Transformed product strategy for greater customer focus; boosted market share by conferring with top 5 customers on core needs. Shifted away from commoditized perspective – **reaping strong pricing power**.
  - Developed desirable features, including finishes for better design aesthetics and performance.
  - Grew market share position at 16 of 17 top OEM customers.
- Narrowed priorities to 3 pivotal new products annually; sought and leveraged experts on new techniques, with strict product controls and intensive training.

**Allied Manufacturing, Inc. (AMI) | 1988–1999**

Earned promotions for heading broad manufacturing, sales, planning, fiscal, quality, and competitive improvements at multinational corporation and provider of automotive interiors and electronics.

**VP Sales & Program Management - 1998–1999**

**Director Toyota Business Unit - 1997**

**Quality Manager; Program Manager; Quality Supervisor; Quality Engineer - 1988–1995**

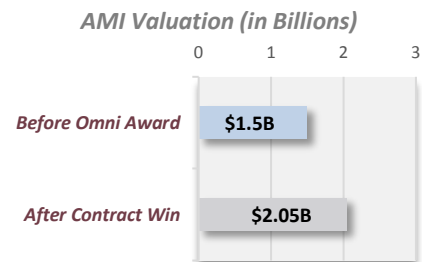
**Resolved Quality Issues – With Improvements Leading to Groundbreaking Contract Award**

Production & Capacity Strategies - Sales Increases - Industry Relationships - Financial Results

Increased business valuation \$550M (25%) with new Omni Platform awards; led Interiors division turnaround critical in retaining Toyota and preserving business. Addressed excess manufacturing capacity at 2 production sites.

**Sales & Turnaround Improvement**

- Positioned company for later GM buyout (7X EBITDA), **leading 78% rise in revenue** after securing key contract instrumental in growth (a landmark win surprising competitors).
  - Requested bid opportunity despite previous quality issues; hired Toyota cockpit expert, set new benchmarks, and focused engineering on technologies key to contract win.
- Resolved quality issues with new accountability system, **receiving Toyota recognition** after setting aggressive product benchmarks.
- Launched Project Management division crucial to better product launch and quality, substantially improving customer reception and building high standards in Electrical division.
- Increased projected gross margins 17%-21% for new development programs.



Additional Experience:

**Quality Manager, Wilson Storage Products**

**Quality Engineer, Innoveer Corporation**

**Education & Industry Training**

**Master of Science in Corporate Finance;** Concentration in Accounting (*Graduated With Honors*)  
University of Connecticut, Storrs

**Bachelor of Science in Management Information Systems;** Minor in Quality Management  
(*Full Academic & Athletic Scholarships*)  
University of Minnesota, Duluth

**Professional Project Manager, Standards Institute** (*Certified on First Attempt*)  
Advanced Problem-Solving & Kaizen Methods

**Affiliations**

**Board Member, Richmond County YMCA**  
(*Earned recognition for significant contributions*)

Society of Manufacturing Engineers