

SHEP BURR

sburr@kingfisherconsulting.com • 202.577.5288

Growth Strategies Consultant

SUMMARY

Results-driven with a distinctive record of insightful analysis, transformative strategies, dramatic profit and market share growth, and diligent Board service. Best in contributing to companies that can improve strategic planning and/or want and need to increase their company's profits and market share.

LEADERSHIP AND MANAGEMENT EXPERIENCE

- **Growth Strategy Consulting-President.** Help established businesses with up to 70% profit growth within 12 months, and 300% profit growth within 3 years. 19 national (including publicly traded), regional, localized, and foreign company clients to date, all in different industries. *Kingfisher Growth Strategies*
- **Institutional Investment Management Firm-President.** Turned around failing business, tripling assets to \$15.5 billion and delivering its top financial performance in over a decade. *ASB Investment Management*
- **Investment Business-Partner/Senior Vice President.** Developed and executed business strategies spurring firm to 6-fold growth and \$5 billion in assets (*Landon Butler & Company*), and tripled fee revenue to plus-\$20mm and quadrupled targeted assets to \$2.2 billion (*Chevy Chase Trust*). Co-founded 8 investment funds.
- **Real Estate Development-Division Partner.** Led regional office with business-planning, P&L, real estate development, and leasing oversight for largest U.S. developer. *Trammell Crow Company*
- **Inc. 500 Start-Up Company-Western Manager.** Developed and managed 33-person regional team located in 5 cities. Critical role in company's 500% sales growth, to \$12mm. *Outline, Inc.*
- **Fortune 25 Company-Brand Management.** Developed winning national and test promotion business plans. Chosen for 3-person marketing team for the company's largest-ever acquisition. *Procter and Gamble*
- **Board Director.** Served on 17 Corporate, Management Committee, Operating Committee, and Non-Profit Boards, including 8 as President or Executive Committee member.

SPECIAL SKILLS

- Business analysis, strategy, and planning
- Marketing/sales strategy and management
- Priority management/problem solving
- Identifying innovative, big idea opportunities
- Product development/positioning/branding
- Sales channel and category development
- Capital raising and investor relations
- Thought leadership and public relations

SAMPLE ENDORSEMENTS

"Sharpened focus on what we do best and where the richest opportunities are. Sees around corners and fights as hard as I do for the ongoing growth and well-being of our companies." ... "our good fortune is a direct result" ... "methodical, transparent, and supportive" ... "responsive, creative, and indispensable" ... "earned our team's confidence and provided excellent insights" ... "knowledgeable and expert and a real pleasure to work with" ... "challenged me to think bigger and more aggressively---appreciate his upbeat personality" ... "thoughtful and strategic" ... "The only thing surpassing his work ethic and business acumen is the care he brings in helping us."

EDUCATION

B.A., Dartmouth College. MBA Coursework, The University of Chicago evening program.