

PAUL FARRELL

Financial & Operational Restructuring Expert

542 Ocean View Drive
Seattle, WA 55555
PaulFarrell@aol.com
555-555-5555



When a company is struggling to survive and hovering on the edge of insolvency, the situation is tremendously stressful for all involved, right from the hourly employees through to senior management, board members, shareholders, and all other stakeholders. Emotions run high, personalities conflict, and competing priorities collide. It is into these high-intensity, chaotic, crisis situations that Paul Farrell enters.

An internationally recognized and respected specialist in guiding large and mid-cap multinational corporations through financial and operational transition and restructuring, Mr. Farrell is well known for his success in resolving urgent situations and implementing rapid change. With more than 30 years of experience, he brings a wealth of knowledge in operational turnarounds, refinancings, divestitures, international finance, and working capital management. Most distinguishing, he is especially successful serving as a calming force for the chaos inherent in a troubled company. He skillfully untangles and brings order to immensely complex, multifaceted, and tumultuous situations, all while creating transparency, setting priorities, restoring fragmented management groups, and facilitating trusting consensus among stakeholders.

As a Vice Chairman and Managing Director of Guthrie International, LLC, Mr. Farrell helped build the organization into a 1000+ employee, global consulting firm, leading the European restructuring practice and co-leading both the North American restructuring practice and the overall worldwide practice. Following the sale of Guthrie in 2012, Mr. Farrell has remained on as a senior advisor to the CEO. Throughout his years with Guthrie International, he has held senior management and advisory positions in public and private corporations. Appointments have spanned diverse manufacturing, distribution, retail, and service industries, including President and CEO of Browne & Company, CEO of Blander, Inc., CFO and CRO of Somer Electronics, Treasurer of Krone Corporation, and President and Chairman of Capson International, among others.

Prior to joining Guthrie, Mr. Farrell held the positions of Chief Financial Officer and Treasurer of Chavis & Turner, a \$2 billion diversified manufacturing and trading company, Vice President of the Citizens Federal Bank, N.A., involving work with many multinational and highly leveraged corporations, and with Fuller Paper Co. in various sales and marketing functions.

Mr. Farrell has been cited as a turnaround and restructuring expert in major media and business publications such as *Bloomberg*, *CNBC*, *The New York Times*, *The Wall Street Journal*, *New York Post*, *Financial Times*, *CFO Magazine*, *Crain's Chicago Business*, *The Journal of Corporate Renewal*, and many others. He is a frequent lecturer at business and academic forums worldwide and an active member of industry trade associations such as American Bankruptcy Institute (ABI), Turnaround Management Association (TMA), and International Insolvency Institute (III). Mr. Farrell serves as a board member of the International Association of Restructuring, Insolvency & Bankruptcy Professionals (INSOL) and the Institute of Marine and Coastal Science, Rutgers University and has served as a director for numerous public companies as well, including Capson International, Robert's Jewelry, Ahern, Beltran, Finn's Restaurants, Harris Paints, and currently, Harlow Company. He is a Certified Turnaround Professional and holds an M.B.A from NYU with a concentration in accounting and finance and a B.S. in agricultural economics from Yale University.

Paul Farrell currently resides in Seattle with his wife of more than 30 years, Karen. He is an avid fly fisherman and in their personal time he and Karen enjoy seeking out new adventures internationally. His charitable interests center primarily on international humanitarian efforts that benefit impoverished people around the world, particularly those that seek to better the lives and education of children.

Dear Professional, Executive, or Aspiring Executive:

100kCareerMarketing.com is the culmination of nearly 20 years of successful experience. During this time, I have been privileged to work with thousands of executives, professionals, and leaders all across the U.S. and worldwide in developing their resumes and other career marketing documents.

I formed 100kCareerMarketing.com because of my ongoing dedication and commitment to delivering unparalleled service and quality to my clients. As demand for my services as an executive resume writer and career marketing strategist grew to far exceed the time available, a new model for delivery of my services to you was essential. 100kCareerMarketing.com was born of that need and it provides me with a way to deliver dedicated, personal attention to a *very select number of clients* - no more than 20 clients per year (approximately one person every 2 weeks).



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I work with a VERY SELECT base of no more than 20 clients per year. When you hire me you benefit from not only my preeminent experience and expertise but from my exclusive, personal attention focused *only* on you and the creation of your career marketing portfolio. I would be honored to work with you. But my schedule fills up *very* quickly, so if you are ready, please reserve your spot today. Of course, if you have any questions, I will be happy to answer them. Just send a quick email or give my office a call.

I also invite you to book a personal 45-minute consultation with me, to go over your resume and job search concerns one-on-one, discuss the strategies I would use in writing your resume, answer your questions, and benefit from my recommendations. Although I charge for the consultation, you have nothing to lose! If you book a consultation and then decide to proceed with my services I will give you a full \$300.00 discount on my VIP executive services.

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I look forward to meeting with you and hope we have the chance to work together.

Sincerely,

- Michelle

This is one of the many career marketing documents that are included (along with an executive résumé) in the portfolios I create for my clients. Please note that although this document has been carefully edited to preserve the anonymity of my client, this example was created for a real client. The strategies used in the document were devised specifically for this client, to address unique aspects of this individual's professional history. While the document is protected by United States Copyright law and copying of any or all of the document is strictly forbidden, doing so would not be in your best interest for other reasons. The best and most effective career marketing documents promote your authentic personal brand and unique value proposition, and the content, design, structure, and formatting strategies are derived from these. It will be my honor to work with you to create YOUR executive career marketing portfolio.

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