











<p>Victor M. Cushing 505 17th Street East West Fargo, ND 58078 570-851-7586 Cell</p> <p>Email: victormcushing@gmail.com</p>	<p>EDUCATIONAL BACKGROUND:</p> <p>D.B.A. Work, Michigan State University, Business (1964-1967) Completed all but the thesis Ford Fellow in Marketing & Physical Distribution Awarded Twice (1964-1966) as one of the top100 Business Students in USA MBA, Indiana University, Marketing & Finance (1963-1964) 4.0/4.0 grade average B.S., Millikin University, General Business (1959-1963) Dean's List every semester</p> 	
<p>Position:</p>	<p>Activities and Results</p>	<p>Methods:</p>
<p>1991- Present (26 Years)</p> <p>President/Owner Blue Knight Detective Agency</p> <p>Web site: blue-knight.com</p> <p>CEO and Chief Master International Modern Hapkido Federation</p> <p>Web Site: modernhapkido.org</p> <p>Hapkido 9th Dan</p> <p>Teach self defenses classes as Adjunct Professor at The University of Scranton</p>	<p>Established successful service business</p> <p>*Defensive Tactics Instructor to Law Enforcement Personnel including Pennsylvania State Police, University of Scranton Public Safety Officers, Department of Corrections Officers, Moses Taylor Hospital Police, Ridgewood PD, NJ Police Officers, FBI agents, US Customs Agents, DEA Agents, and selected small Army Ranger Units</p> <p>*In most cases above trained small self selected individuals from the organizations above and <u>make no claim to be the official trainer for any of them</u></p> <p>Studied wrestling, Judo, Okinawan karate, Kali/Escrima, Tae Kwan Do, Hapkido, and Tang Soo Do</p>	<p>Illinois Licensed Security Contractor</p> <p>Pennsylvania/Illinois Licensed Private Detective.</p> <p>Conducted civil and criminal investigations Specialized in complex investigations Provided Security services to an array of clients</p> <p>Developed self defense teaching materials Author of 9 Volumes on Self Defense Tactics</p> <p>Provide on-line Self defense training with streaming video, text, illustrations and on line readable PDF versions of the 9 volumes above also available as Kindle Ebooks</p> <p>hapkido-defense-system.com</p>

Position:	Activities and Results	Methods:
<p>1980 - 1991 Growth Enterprises, President/Owner of a consulting firm providing general management, personnel, human resources planning, strategic and marketing planning services to client companies such as:</p> <p>AT&T AMCA Armstrong Tire EF Hutton FMC GTE M&M Mars OM Scott Sprint Sunbeam Timex</p>   	<ul style="list-style-type: none"> · Consulting Projects · Market Share Gains for Clients · Increased profits for Clients · Increased ROI for Clients · More Effective Operations for Clients <p><u>Major assignments always included the development of business and marketing strategies for these clients.</u></p>    	<p>Depending on the Client's needs</p> <ul style="list-style-type: none"> · Developed strategic plans · Defined marketing strategies · Reviewed manufacturing · Conducted acquisition studies · Made business divestitures · Initiated venture start ups · Refined organizational structures · Segmented major markets · Developed new products · Developed new advertising & packaging · Changed distribution channels




Position:	Activities and Results	Methods:									
<p>1979 - 80</p> <p>Acme Burgess, Inc., President</p> <p>Direct all P & L functions of a consumer products company with lawn, garden, and household product lines with sales volume of \$ 18,000,000; 300 employees; 3 sites</p> <p>This assignment included personnel and human resources responsibilities.</p>	<p>All Figures in Millions of USD</p> <table border="1" data-bbox="777 211 1113 324"> <thead> <tr> <th></th> <th>1979</th> <th>1980</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td>\$ 12.7</td> <td>\$18.0</td> </tr> <tr> <td>Net</td> <td>(.4)</td> <td>.0</td> </tr> </tbody> </table> <p>Advertising focused on major new products developed from consumer research led to major volume increases and got us to breakeven point</p> 		1979	1980	Sales	\$ 12.7	\$18.0	Net	(.4)	.0	<ul style="list-style-type: none"> · Launched major new product · Focused advertising budget · Wrote 5 year strategic plan · Installed MBO process · Installed financial controls · Redesigned all packaging into unified look · Used consumer data to design advertising
	1979	1980									
Sales	\$ 12.7	\$18.0									
Net	(.4)	.0									

<p>1976 – 1979</p> <p>Jacobsen Mfg. Co., Vice President & GM</p> <p>Direct all P & L functions of the consumer products division comprised of outdoor power equipment lines with sales volume of \$ 100 Million</p> <p>1100 employees, 3 sites.</p> <p>This assignment included personnel and human resources responsibilities.</p>	<p>All Figures in Millions of USD Consumer Products Division Only</p> <table border="1" data-bbox="625 812 1276 950"> <thead> <tr> <th>Year</th> <th>1976</th> <th>1977</th> <th>1978</th> <th>1979</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td>\$35.0</td> <td>\$48.0</td> <td>\$70.0</td> <td>\$100.0</td> </tr> <tr> <td>Net</td> <td>\$.8</td> <td>\$ 1.0</td> <td>\$ 3.4</td> <td>\$ 10.0</td> </tr> </tbody> </table> <p>New product and advertising led to significant market share increases in lightweight snow throwers and walk-behind mowers.</p> <p>Product Redesigns and investments in manufacturing lowered costs as volume went up</p>	Year	1976	1977	1978	1979	Sales	\$35.0	\$48.0	\$70.0	\$100.0	Net	\$.8	\$ 1.0	\$ 3.4	\$ 10.0	<p>3 Major New products launched</p> <ul style="list-style-type: none"> · Increased ad budgets · Wrote 5 year strategic plan · Improved manufacturing costs · Negotiated contract with I.A.M. · Installed MBO process 
Year	1976	1977	1978	1979													
Sales	\$35.0	\$48.0	\$70.0	\$100.0													
Net	\$.8	\$ 1.0	\$ 3.4	\$ 10.0													



Position:	Activities and Results	Methods:									
<p>1975-1976 Jacobsen Mfg. Co., VP Marketing/Sales</p> <p>Direct all marketing and sales functions worldwide for both of consumer and commercial power equipment with a sales of \$ 80,000,000; 100 on staff worldwide.</p> <p>Promoted to GM of Consumer Products in 1976</p>	<p>All Figures in Millions of USD Company Total</p> <table border="1" data-bbox="716 797 1283 935"> <thead> <tr> <th>Year</th> <th>1975</th> <th>1976</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td>\$70.0</td> <td>\$80.0</td> </tr> <tr> <td>Net</td> <td>-\$ 1.0</td> <td>\$ +1.5</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Redesigned product lines helped improve earnings 	Year	1975	1976	Sales	\$70.0	\$80.0	Net	-\$ 1.0	\$ +1.5	<ul style="list-style-type: none"> Resigned existing products for better profit margins Overhauled distribution territories 3 Major new products launched Wrote 5 year strategic plan Added company owned distribution
Year	1975	1976									
Sales	\$70.0	\$80.0									
Net	-\$ 1.0	\$ +1.5									



<p>Position: 1973-1975 General Electric Co. - Housewares Division</p> <p>Manager, Food Preparation Products</p> <p>Direct sales, marketing, and product planning on 14 major product lines for Housewares Division.</p> <p>Supervised staff of 100.</p> 	<p>Activities and Results</p> <p>All Figures in Millions of USD Company To- tal</p> <table border="1" data-bbox="674 337 1241 479"> <thead> <tr> <th>Year</th> <th>1973</th> <th>1974</th> </tr> </thead> <tbody> <tr> <td>Sales</td> <td>\$ 85.0</td> <td>\$ 102.00</td> </tr> <tr> <td>Net Profit</td> <td>4.4</td> <td>8.8</td> </tr> </tbody> </table> <ul style="list-style-type: none"> Major planned mix shift to more profitable products improved earnings. 	Year	1973	1974	Sales	\$ 85.0	\$ 102.00	Net Profit	4.4	8.8	<p>Methods:</p> <ul style="list-style-type: none"> Added new models Changed advertising thrust Used consumer research data Repriced and restructured product lines during inflation 
Year	1973	1974									
Sales	\$ 85.0	\$ 102.00									
Net Profit	4.4	8.8									
<p>Position: 1967-1973 General Electric Company</p> <p>Major staff assignments in strategic planning and product planning.</p>	<p>Activities and Results</p> <ul style="list-style-type: none"> One of first business units in GE to convert to strategic issue oriented planning Established internal consulting practice to serve this business division 	<p>Methods:</p> <p>Helped write 5 year plan for a \$ 250,000,000 Division</p> <p>Defined long range product plans for steam irons and food preparation products.</p>									
<p>OTHER ACTIVITIES</p>	<p>AND</p>	<p>BUSINESS INTERESTS</p>									
<p>Technomarket, Inc.</p> <p>President/CEO and owner of a technology company</p>	<p>Positive Cash Flow</p>	<ul style="list-style-type: none"> Acquired Patents Negotiated Major Contracts Sold Worldwide Licenses 									