



DUANE TINKLENBERG

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SENIOR PRINT PRODUCTION MANAGER | VENDOR RELATIONSHIP EXPERT

Optimizing Marketing & Production Processes for Operational Efficiency

My commitment to delivering high-quality client communications and engagement is unwavering. I am a strategic innovator skilled in managing print, direct mail, email, and SMS channels to ensure seamless campaign execution across nonprofit, healthcare, and regulated financial sectors. My expertise includes project management, competitive bidding, and vendor relations, allowing me to drive cost savings and process improvements consistently.

As a collaborative leader, I am passionate about guiding projects from vision to completion and turning processes into actionable plans. My problem-solving skills are a key asset, and they allow me to foster cross-functional understanding and bring organization, calm, and a solution-focused mindset to ensure smooth and efficient process optimization.

COMPETENCIES

CORE SKILLS: Vendor Management, Print Production Management, Marketing Operations, Risk Management, Project Management, Budget Management, Process Optimization, Direct Mail Campaigns, Regulatory Compliance, Contract Negotiation, Workflow Automation, Incident Response Management, Data Analysis, Cost Reduction Strategies, Lean Six Sigma, Cross-Functional Collaboration, Digital Marketing Channels

INTERPERSONAL SKILLS: Leadership, Strategic Thinking, Problem-Solving, Communication, Adaptability, Collaboration, Analytical Thinking, Attention to Detail, Decision-Making, Client Focus, Team Building, Negotiation, Time Management, Conflict Resolution, Organizational Skills, Resilience, Empathy

TECHNOLOGIES: **Systems:** IOS, PC, Android, Various Order Management (OMS) Systems **Software & Applications:** Microsoft Office: Word, Excel, PowerPoint, Teams, MS Project, MS Visio; JIRA, Confluence, Salesforce, Various Email Content and Marketing Operational Interfaces, Wrike; Various Secure File Transfer Systems and CRM Systems, Docusign, DocuShare **Methodologies:** PMP Project Management, Agile, Lean Six Sigma

CERTIFICATIONS: **DMA Professional**-Direct Marketing Association-New York, NY; **Lead Six Sigma Green Belt**; **PMP Certification** in progress, completion by Nov 2024

INDUSTRY INSIGHTS: Call Centers/Business Centers, Consumer Services, Banking, Credit Cards & Transaction Processing, Federal Government, Law Firms & Legal Services, Nonprofit/Charitable Organizations, Advertising/Marketing, Multimedia, Graphic Design; Software, including Customer Relationship Management (CRM) Software, Financial Software, Security Software

KNOWLEDGE OF OTHER BUSINESS CULTURES: Traveled extensively within the United States for work. Worked on projects onsite at a company's corporate headquarters in Nottingham, UK.

"I would highly recommend Duane for any operations team leadership position. What I appreciated the most was his communication skills. He always kept us informed so that we could prepare on our end. Our relationship felt more like a partnership than a vendor relationship. From an outsider's perspective, he managed his team well. Duane would be a valuable asset to any organization."

Scott Ford, Sales Director

NOTABLE ACCOMPLISHMENTS

DIRECTOR OF INCIDENT RESPONSE | EXPERIAN CONSUMER SERVICES (US)

Managed print buying and USPS postage budgets, ensuring alignment with client campaign goals to boost sales and profitability. Oversaw customer relationship (CRM) and order management workflows, leading a team to execute over 850 annual incident response campaigns.

Managed a High-Performing Team While Achieving Cost and Sales Goals

I led a client service management team facing a 40% increase in incident response, print, and direct mail campaigns. With no additional staffing, I focused on optimizing processes and integrating Six Sigma practices. This included streamlining vendor capacity management and improving workflow efficiency. As a result, I supported over 850 projects, surpassing expectations by 20%, which drove a 60% increase in order volume and record revenue. I maintained a 79% Net Promoter Score (NPS) while ensuring team cohesion and minimizing overtime.

Optimized Processes/Reduced Costs Through Workflow Improvements

Recognizing friction from multiple platforms and long lead times, I conducted a thorough process review, interviewing stakeholders and analyzing gaps. Applying Six Sigma methodologies, I identified key areas for improvement and prioritized projects with the highest impact. My efforts resulted in the successful execution of seven initiatives, achieving \$1.8M in annual cost savings by optimizing workflows and reducing inefficiencies. This streamlined the order process, enabling faster project completion and a more efficient operation.

Implemented Team Collaboration to Improve Workflow Consistency

Faced with workflow friction among sales processes and third-party vendors, I led efforts to identify critical gaps and implement automation. After gathering input from stakeholders, I optimized existing tools and updated workflow documentation to ensure compliance. These improvements enhanced consistency in task handoffs and order management processes, reducing production time by 10%. This optimization improved overall efficiency and maintained high NPS scores for client satisfaction.

Developed and Implemented an Operating Error Review Process

To improve error tracking and resolution, I created a comprehensive review process for documenting operational errors across all support teams. I researched and selected the appropriate tools, formed a dedicated stakeholder team, and established a reporting system aligned with contractual requirements. This initiative expedited issue resolution and minimized risk exposure, while a new tracking tool contributed to maintaining a 79% NPS. The systematic approach allowed for prompt issue closure and better alignment with enterprise standards, ensuring smoother operations.

SENIOR MANAGER-BUSINESS OPERATIONS | EXPERIAN CONSUMER SERVICES (US)

Aligned product requirements and budget forecasts with vendors for print and postage costs, ensuring compliance and cost accuracy. Led direct-to-consumer marketing campaigns across multiple product lines. Directed regulatory compliance audits. Oversaw print buyouts for marketing communications.

Vendor Capacity Review and Process Optimization

I developed a strategy to manage a 40% surge in incident response orders while navigating tighter profit margins. I reviewed all print, digital, and broadcast vendors to assess capacity and streamline operations. After identifying gaps in our Standard Operating Procedures (SOPs) and vendor contracts, I consolidated vendors from four to three, improving efficiency and negotiating better pricing. This resulted in a 4% reduction in costs, enhanced sales margins, and mitigated a security risk by terminating a non-compliant vendor contract. Updated SOPs and documented procedures ensured smoother workflows and more consistent operations.

Production Cost and Process Optimization

Faced with high paper and USPS postage costs, I led a comprehensive review of third-party vendor contracts, negotiated cost reductions, and gathered client input through focus groups. This led to the redesign of output formats, reducing the weight of print packages, eliminating unnecessary content, and cutting costs per piece. These efforts saved \$3M in annual operating expenses and increased core client profit margins by 3%. Improved customer engagement through better content presentation and streamlined product materials helped deliver a higher-quality experience for clients and customers.

Reduced Offshore Labor Costs and Improved Efficiency

I identified opportunities to reduce labor costs without impacting service quality by shifting staff functions to Costa Rica. I assessed workflows, determined the feasibility of relocation, and presented a cost comparison plan to senior leadership. The plan was approved, leading to a successful transition of operations within ten months. This move resulted in a 30% reduction in labor costs, saving \$250K annually while maintaining a 79% Net Promoter Score (NPS) for customer service. The careful transition planning and cross-training ensured no disruption to service levels during the shift.

Transitioned Fulfillment Operations to Internal Supplier

When a Fortune 500 client ended its internal fulfillment operations, I facilitated the transition to an internal third-party supplier, optimizing end-to-end workflows. I reviewed existing procedures, integrated new product features, and managed data migration processes to enhance efficiency. By renegotiating supplier contracts to include volume discounts, I achieved a 3% reduction in production costs, saving \$780K annually. This transition enabled the launch of new product features, generating an additional \$850K in revenue. The streamlined operations improved client satisfaction and delivered a more robust consumer experience.

Automated Data Quality Review and Enhanced Accuracy

Faced with manual data quality checks that posed risks to client contracts, I implemented an automated process. I collaborated with data engineers, compliance teams, and third-party vendors to design and execute the solution, which improved the data review process from 20% manual checks to 100% automated validation. This change resulted in an 80% improvement in quality control and eliminated \$96K in manual review costs, covering the investment in automation. The initiative mitigated risks, ensuring accurate data in consumer credit reports and alerts, and improved the consistency of information provided across product lines.

MARKETING COLLATERAL FULFILLMENT MANAGER | METLIFE INVESTMENT MANAGEMENT

Oversaw product utilization metrics and budget management, coordinating print and financial marketing communications using an order management system (OMS). Negotiated vendor contracts and conducted quarterly audits, leading system integration efforts. Supervised transitions to streamline operations and increase productivity.

Consolidated Multiple Vendors to Reduce Costs and Improve Efficiency

I addressed process redundancies caused by dual vendors following a product/client acquisition. I reviewed vendor capabilities and costs, issuing a Request for Proposal (RFP) to identify the best option. This effort led to consolidating multiple vendors into one, reducing overall operating costs by 5%. I migrated 3,000 marketing collateral stock-keeping units (SKUs) from three warehouses to a single location, streamlining operations. Additionally, I integrated a Digital Document Management system into the order management system (OMS), improving department productivity by 40%. This integration enabled digital document personalization through print-on-demand (POD) workflows, enhancing the efficiency and customization of physical marketing materials. The strategic consolidation eliminated redundancies and delivered significant cost savings and operational improvements.

Developed and executed a business plan for a new Direct Mail/Fulfillment Division, overseeing the acquisition and integration of digital print equipment. Managed the implementation of full-service data processing and print-on-demand operations. Collaborated with sales teams to design and deliver customized customer fulfillment kits and communication campaigns for major healthcare providers.

Launched a New Direct Mail Division/Achieved Significant Revenue Growth

I was approached to create and present a business plan for a new Direct Mail/Digital Print on Demand operation to the board of directors and venture capital group. After researching market needs and outlining the operating plan and costs, I secured funding and negotiated contracts for the required equipment and facilities. I launched the new Direct Mail/Fulfillment Division within 12 months, generating \$3.5M in sales revenue in the first year. This success enabled me to secure additional healthcare client contracts, resulting in \$1.5M in forecasted sales. The strategic approach ensured a successful launch, rapid revenue growth, and a strong foundation for future business opportunities.