

PATRICK RUTLEDGE

WORK HISTORY

GENERAL MANAGER, CEO 12/2010 to Current

Fiddlesticks, Birmingham, AL

- Allocate and control financial resources for each business unit
- Report the financial and production performance to stakeholders
- Analyze data, develop metrics and schemes to improve profitability and revenue
- Manage multiple upgrade and construction projects from inception to close
- Ensure licensing and regulation compliance for environmental, labor, tax & transportation
- Negotiate contracts with suppliers and customers
- Apply continuous improvement methods to enhance quality, reliability and reduce waste
- Establish performance standards, KPI and set expectations for quality and production
- Identify and address operational challenges and issues
- Create products through R&D to meet consumer demand
- Specify production equipment for manufacturing, packaging and handling of products.
- Inspire and coach all associates and colleagues to achieve peak performance
- Define, map and streamline business processes for ERP system implementation

ANALYST 08/2011 to 05/2012

Founders Investment Banking, Birmingham, AL

- Define, map and streamline business process for Microsoft Dynamics
- Support senior bankers with synopsis and assessments of research
- Gather, analyze and report financial and operational data
- Conduct workshops for business review and amalgamate balanced scorecard
- Advise & guide executive managers through articulation of vision, mission and values
- Formalize internal communication channels and methods for sales process
- Create CRM database to clean data for entry into Microsoft Dynamic GP

REGIONAL SALES MANAGER 09/2009 to 08/2011

Poclain Hydraulics, Sturtevant, WI

- Coordinate sales and manufacturing efforts at two(2) international accounts
- Conceptualize and manage the creation of a new product for railroad equipment
- Increase sales & gross profit margin for system & component sales in 7 state region
- Earn an international top ten spot for new component sales
- Complete Six Sigma project focused on streamlining supply chain for castings
- Coach and mentor a sales force to convert prospects into clients
- Identify opportunities and specify engineered solutions to meet requirements
- Define client product life cycle and manage resources to fulfill demand
- Define goals, objectives and report activity using CRM system
- Collaborate across departments and continents to identify, resolve and prevent issues
- Negotiate price and contracts with distributors, end users and OEMs
- Prepare and present technical solutions to engineers, owners and diverse groups

ACCOUNT MANAGER 03/2004 to 09/2009

SunSource, Birmingham, AL

- Maintain client data in ERP system and CRM
- Integrate hardware, software and networks to control plant automation

- Define client needs in detailed requirements and fulfill with engineered solutions
- Prepare reports and present status of systems and people internally and externally
- Execute and manage client projects through inception, manufacture & commissioning
- Capitalize on opportunities for first time automation at OEM and User clients

FLUID POWER SPECIALIST 08/1999 to 03/2004

Industrial Supplies Inc., Birmingham, AL

- Create fluid power curriculum for all personnel
- Publish the company's first fluid power catalog
- Design and manage production of the largest system sold in 40-year history
- Configure process for costing conversions and fabricated assemblies
- Contribute as team member in multiple six sigma projects
- Manage product category for fluid power products
- Develop & execute sales plan and strategy for 6 branches and 80 salespersons
- Manage knowledge base and maintain accurate records in CRM & Navision ERP
- Recruit and negotiate contracts with manufacturers for new product lines
- Report on sales activity and forecast revenue, cogs and profit for fluid power group
- Train thousands of clients using formal instruction methods in classroom and labs
- Coordinate travel and expense budgets with sales efforts

FIELD SALES 03/1995 to 08/1999

Activation, Birmingham, AL

- Specify requirement and manage production of largest engineered system in 1997
- Record the most new pump sales for water-based fluids in 1998 & 1999
- Produce schematics of hydraulic systems to meet performance requirements
- Provide technical assistance onsite and offsite for clients
- Prepare quotes, proposals and contracts with clients and vendors
- Enter and maintain records of client data in CRM, ERP and Engineering library
- Determine specifications to meet customer requirements

PROFESSIONAL CONSULTANT, 01/2012 to Current

Cahaba Veneer, 2025 Robotic Charger Upgrade

- Determine requirements for power supply
- Verify functional components for compatibility with sub-systems and system
- Schedule issue resolution meetings and sequence corrective actions
- Coordinate and align interdisciplinary systems for seamless interaction

AMP, 2024 SOS & Intuit Implementation

- Define & map business process for a limited scope ad-hoc ERP system
- Create chart of accounts to match operations
- Evaluate and select third party app for accounting program
- Develop financial model for forecasting and scenario planning

Pollinators.com, 2024 expansion

- Deliver financial model for break-even point of multiple product mix
- Develop an executable fixed asset policy, procedure and register
- Perform investment analyses for different scales of operation
- Conduct market analysis for multiple product mix
- Evaluate software for condition monitoring and asset management

FS Products, 2024 Plant Upgrade

- Analyze and identify linkages and interactions between stages of production
- Evaluate rates of production and develop specs for production equipment
- Estimate materials, equipment and labor requirements
- Deliver value stream map with a five-year phased plan for expansion

Cahaba Veneer, 2023 Press Manifold Installation

- Manage Project for design and installation of Press Manifold

- Evaluate risks and produce FMEA
- Specify and source components for HPU & manifold
- Commission and formally record success of initial operation

DCFR, Distilled Charcoal from Forest Revenues, 2022

- Calculate financial requirement for new manufacturing process
- Identify potential customer segments and qualify potential by securing commitments
- Architect the blueprint to design and structure supply chain
- Compose the technical documents for submission in grant proposal

National Tree Recovery, 2021 Green Yard

- Generate a capacity-model to predict landfill lifetime
- Align financial model with capacity-model to predict revenue and outlays
- Devise alternative pricing schemes to hedge against market fluctuations
- Map processes and deliver value stream map
- Calculate the working capital required to operate at different scales

Offender's Alumni Association, 2020

- Advise project manager in development of customer persona
- Identify performance gaps of curriculum and desired outcome
- Recommend curriculum content and organize learning materials for instruction
- Confer with team and facilitate the production of the client onboarding experience

Alabama Industries for the Blind, E-Commerce Fulfilment Warehouse, 2019

- Guide and recommend strategies and methods to improve production process
- Analyze existing workflows & process to determine utilization rate
- Examine fulfilment system and subsystems to pinpoint wasted labor and material
- Institutionalize best practices for E Commerce fulfilment system
- Develop financial model to determine the cost of goods and break-even point

Avondale Yard, Startup & Expansion, 2018-2019

- Perform initial investment analysis and calculate capital requirement
- Build a financial model to plan capital expenditures for equipment and inventory
- Evaluate software and recommend point of sale system, crm and accounting system
- Ensure compliance with environmental and municipal regulation
- Setup and install chart of accounts, point of sale system and accounting system

Southern Industrial, Capital Requirements for expansion 2017

- Perform cost analysis of metals & aggregate processing
- Produce a business model canvas with value proposition for customer persona
- Analyze and evaluate the market, supply & operational components to report feasibility
- Calculate capital investment and working capital required for expansion

Alabama Bag & Burlap, 2015 turnaround

- Complete business analysis and process mapping of all systems
- Costing, pricing and profitability analysis for all products
- Create and align new chart of accounts with business operations
- Implement new accounting, inventory, pos and crm system

Alabama Bag & Burlap, 2014 Archery Target Production

- Evaluate financial impact of expanding production capacity in new market
- Conduct product cost analysis for new product line
- Analyze market demand and competition to evaluate market viability
- Forecast future profitability using scenario model

Nutripilot, 2013 Launchpad Initiative

- Facilitate strategic planning and alignment with purpose
- Articulate vision, mission and belief statements from values
- Financial planning and analysis for expansion
- Deliver financial model for forecasting and evaluating scenarios

Blue Ridge Hydraulics, 2012 Business Process Management

- Conduct business review and develop system and process map
- Design, create and implement costing & quote database with forms
- Install standardized templates to save time and reduce errors
- Advise the executive management team in methodology for strategic planning

Viking Lifts, Production and Finance 2012

- Create scenario model to forecast production considering market and economic factors
- Perform cost analysis of manufacturing process
- Advise client in techniques to build a robust supply chain
- Implement tools for determining working capital requirements

ADJUNCT INSTRUCTOR 01/2011 to 12/2015

Jefferson State Community College, Birmingham, AL

- ELM 210 Fluid Power I
- ELM 215 Industrial Controls
- AMY 220 Advanced Motor Drives
- Improve the quality of components in fluid power lab
- Incorporate animations into classroom instruction
- Build manufacturer literature library
- Develop and construct AC induction motor demonstrator

ADJUNCT INSTRUCTOR 08/2012 to 05/2013

Virginia College, Birmingham, AL

- Microsoft Office Specialist Certification instructor
- AOM3000 Administrative Office Management
- AOM2230 Intermediate Spreadsheets with Excel
- BUS100 Business Communication
- OAD100 Keyboarding
- Deliver instruction via lecture, demonstration, discussion & role play
- Provide encouragement and feedback to students
- Participate in departmental meetings and committees
- Collaborate with the department to develop course materials

ADJUNCT INSTRUCTOR 08/2012 to 05/2013

Faulkner University, Birmingham, AL

- Business Writing & Communication
- Plan, prepare and present business writing instruction
- Evaluate student learning through exercise and testing

ADJUNCT INSTRUCTOR 01/2012 to 05/2013

Wallace State Community College, Birmingham, AL

- ACT WorkKeys Instructor
- Recruit students and participants in the State of Alabama, Ready to Work Initiative
- Graduated most students in 2013
- Maintain accurate records of expenses, time and student progress
- Verify requirements for WorkKeys Certification were met
- Assist students with job applications, resume reviews and mock interviews
- Prepare and deliver instruction of WorkKeys essential skills curriculum

ADJUNCT INSTRUCTOR 01/2012 to 12/2012

Central Alabama Community College, Talladega, AL

- BUS100 Introduction to Business
- Develop and maintain syllabi, assessments and outlines for instruction
- Organize coursework and record student progress
- Collaborate with Student Support to promote student success

EDUCATION

Auburn University, Auburn, AL

Master's Degree, Executive Master of Business Administration, 2009

- Program for Executive Managers with 14 years of work experience. My focus was technology and quality. During the program I earned a SIX Sigma Green Belt from Auburn University.

University of Alabama, Tuscaloosa, AL

Bachelor's Degree, Bachelor of Administrative Science, 2006

- B.S. from the New College program in the School of Engineering. The program empowered me to design my own major in Entrepreneurship, think across disciplinary boundaries and take responsibility for my own education. Designing my own classes learning plans taught me to become a life-long learner.

CERTIFICATIONS/ TRAINING

IBM Corporation, 2025

IBM Data Analyst Professional Certificate

IBM Data Science Professional Certificate

IBM Applied Data Science Specialization

IBM PYTHON for Data Science and AI & Development, Digital Credential

IBM Data Visualization with Python, Digital Credential

IBM Data Analysis & Visualization Foundations, Digital Credential

IBM Databases and SQL for Data Science

IBM Data Visualization and Dashboards with Excel & Cognos

IBM What is Data Science?

Oracle, 2025

Oracle Cloud Infrastructure Foundations

SAP, 2025

SAP Technology Consultant Professional Certificate

SAP Professional Fundamentals

Understanding the Enterprise Systems Environment

Customer Engagement and Discovery

Designing an SAP Solution

Implementing an SAP Solution

SkillUp Edtech

Software Development on SAP HANA

Google, 2025

Python

Atlassian, 2025

Agile with Atlassian Jira

Infosec, 2025

NIST Dod RMF

NIST 800-171

Workday, 2025

Workday Basic Series

Workday in Action Series

West Virginia University, 2025

Forensic Accounting and Fraud Examination

Corporate Finance Institute, 2025

BI Essentials for Finance Analysts

Power BI Fundamentals

Intermediate DAX & Time Intelligence

SQL Fundamentals for Data Analysts

Johns Hopkins University, 2025

Data Literacy Specialization Professional Certificate

Data-What It Is, What We can Do With It

Measurement – Turning Concepts into Data

Quantifying Relationships with Regression Models

ServiceNow

System Administrator from Zero to Hero

Duke University, 2025

Electric Industry Operations and Market

L&T EduTech, 2025

Electrical Power Generation-An Industrial Outlook

Basics of Electrical Protection Systems

Pohang University of Science and Technology, 2025

Ferrous Technology I

Packt, 2025

ServiceNow System Administrator

The University of Alabama – OTI Center

OSHA Authorized General Industry Trainer, 2012

Alabama Liquefied Petroleum Gas Board, 2018

GF Cylinder & Motor Fuel Dispensing

GF Legal Compliance

Michigan State University

Certified Pollinator Champion Certification

Forest Carbon Credits and Initiatives

Microsoft Corporation

Microsoft Office Specialist for Office Excel 2010

Microsoft Office Specialist for Office Outlook 2010

Microsoft Office Specialist for Office PowerPoint

Microsoft Office Specialist for Office Word 2010

Introduction to Microsoft Dynamics 365

Work with Analytics & Reporting in Finance & Operations

Jefferson State Community College, 1999

Allen Bradley RS Logix

Carew International, 1997

Professional Selling Skills

The Timken Company, 2002

Timken Gold Level

Timken Silver Level

Timken Bronze Level

SKF Corporation, 2003

PT & Condition Monitoring

Trakker Systems, 2005

Predictive Maintenance & Condition Monitoring

Poclain Hydraulics, 2009

Level I, II, III Training

Sauer Danfoss

Closed Loop Hydraulics, 2005

Open Loop Hydraulics, 2004

Electro-Hydraulic, 200

US Motors, 2000

AC Motors

DC Motors

Mitsubishi Electric, 1999

AC Drive Applications

PLC GX Developer Programming

Human Machine Interface, 1998

Denison Hydraulics

Open Loop Hydraulics, 1995

Gold Cup Closed Loop, 1997

Deublin Corporation, 2000

Rotary Union Applications

Fluid Power Society

Certified Fluid Power Specialist, 9780

Wallace State Community College

Work Keys Certification

VOLUNTEER

USGS, The National Map Corps

Citizen Scientist