



Dennis J. Crane

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Dennis J. (DJ) Crane brings over 25 years of experience to achieving success in key corporate initiatives. He has led initiatives in new product, market and channel entry, in partnership development, international expansion, acquisition and divestiture and in make-or-break turn-around situations.

DJ has led these initiatives in a variety of contexts including as a corporate senior executive in Fortune 50 companies, as a consultant to both large and medium-sized public companies, and as an Interim Executive at the request of investors and board members. He has served in senior executive roles for GE, United Technologies, Bell & Howell (now ProQuest) and SCT Corporation and has taken on interim CEO assignments for several early-stage, venture and private equity-owned companies.

Companies undertake *key initiatives* to capture attractive opportunities or resolve seemingly intractable problems in complex circumstances. They require creative, but practical, approaches that align with the cultures and abilities of the organizations driving them. For more than 12 years, clients have relied upon DJ's rapid adaptation of relevant practices, relationships, and processes for successful team leadership and the delivery of initiative results. DJ's focus on clarity, collaboration and delivering value has resulted in significant accomplishments for the organizations he has worked with, including:

- ❖ Strategic alignment of several disparate business units for a publicly traded \$500M enterprise software and solutions company
- ❖ Stabilization and divestiture of a \$70M electronics manufacturing division of a UK-based public company, followed by the successful integration of that business into the acquiring division of a Fortune 50 company
- ❖ Portfolio rationalization for a major venture capital firm, including market and competitive assessment, partnership development and fix / sell / close services in addition to serving as board member or interim CEO.
- ❖ Accelerated launch of web-based content service that won awards and attracted critical strategic partnership with a leading business publisher.
- ❖ Effective and profitable transformation of a technology provider into the market leading B2B eCommerce service vendor. Expanded base of corporate customers from 2000 to more than 40,000 over 5 years.
- ❖ Re-positioning strategy, message and product roadmap for communications technology provider that attracted \$100M+ of private funding.
- ❖ Notably improved value capture for several manufacturing, services and software companies, including overhaul of global pricing for a \$500M information services business that generated \$6M first year profit impact.
- ❖ Market entry and product launches in Europe, China, Japan and Korea, including joint venture formation and restructuring.

A graduate of the US Naval Academy, DJ served on nuclear submarines. He received an MBA in strategy and public management from Stanford Graduate School of Business. He also completed GE's intensive Executive Development Program.