

RUTH CHAPMAN

Home address: 7853 2nd Avenue South, St Petersburg FL33707

Business Address: Shapemaster Florida LLC. 1700 66th Street North #209, St Petersburg FL33710

E-mail: ruth@shapemasterflorida.com

Companies: Funcoast Florida LLC Shapemaster Florida LLC and Sunboats Florida LLC R.A Peatey & Sons Ltd

Phone: Shapemaster 727-347-4000
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Occupation: President and CEO



RUTH CHAPMAN RESUME

Profile:

Results-driven Business Owner and CEO with entrepreneurial flair and proven ability to direct and control, delivering profit and shareholder value. 25 years senior management experience (20 at board level) covering the full spectrum of business operations in complex commercial environment of the manufacturing service industry. Proven track record of inspirational leadership achieving large-scale transformation. Expertise and in depth understanding of organizational structure and culture with the ability to deliver change through people and technology. Outstanding reputation and track record of success at national and governmental level in the surface engineering and metal finishing industries.

Key career achievements:

Oct 2007 – present: Negotiated and established three new businesses in St Petersburg FL:

Funcoast Florida LLC – an umbrella company

SunBoats Florida LLC– selling CraigCat boats made in Orlando



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Shapemaster Florida LLC – Shapemaster machines are made in the UK at present. Negotiated the distribution rights for Florida and the rest of the USA until we can establish more distributorship agreements in other states. The intention is to sell the FeelGood Factory model, as a franchise business, and also to sell the machines into retirement homes, senior centers, medical and chiropractic facilities. Once established it is intended to set up manufacturing here, or at the very least assembly. The first FeelGood Factory and Head Office established in the USA, in St Petersburg. Achieved Small Business of the Year Award – 2008.

Oct 2005-2007: Chief Executive R&R Chapman Management Services.

New Umbrella Company established to account for a range of business activities including outsourced services for SME's, consulting and/or interim management services; Work included running a communication and email facility, a sales and marketing development project, evolving a computerized stock management system that will be web based and establishing a complete outsourced support system. Mentoring new business start up – strategy, monthly meetings, and problem solving techniques.

1987- Present: CEO and ultimately owner Peatey's Painting Services:

Turnaround of an unprofitable, cash negative, mature family business, doubling turnover in two years despite a recession, and increasing profitability from -2%-10%. Continued growth and development achieved through radically changing the culture and accountability of 'shop floor' and management colleagues and introducing 'real-time' technology and Key Performance Indicators throughout;

Raised the profile of Peatey's, which is now regarded as one of the best Trade Finishers in the UK; introducing new markets and process controls that conform to the highest world-wide standards and won contracts such as the re-branding of major UK supermarkets, Network Rail trackside refurbishment programme, Orange Network Development, General Motors Garages re branding and the Gates on Hong Kong Harbor; Identified and successfully established the new markets of Site Working and UPVC finishing; Utilised Technology across the functions to form part of the effective change intervention and to directly improve financial reporting, customer service and production efficiency; Negotiated and achieved a Management Buy Out.

Awards: ISO9001, Investor in People, Metal Finishing Association (MFA) Award for Quality, MFA Award for Training, MFA Award for Marketing.

Non-Executive and Board Level Experience includes:

Set up the Paint and Powder Finishing Association (PPFA) to represent industry needs to government and establish and promote National Standards for the finishing industry. Pioneered National Vocational Qualifications for the industry; British Government – small business advisor Leeds Chamber of Commerce Council; Confederation of British Industry Yorkshire and the Humber Council; Non Executive Director Leeds Training and Enterprise Council; Equality and Diversity Committee Learning and Skills Council; Involved in consultations with Government at 11, Downing Street and other venues, and with



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Yorkshire Forward;
Leeds Careers Guidance Board;
Director Business Link, Leeds –Chamber representative;
Yorkshire Building Societies Charitable Foundation Trustee;
Common Purpose Advisory Group;
First own business started whilst still at school.

Other Notable Achievements:

Chartered Director gained through Masters in Business Administration in Company Direction at Leeds Business School with Institute of Directors;
Interim Management Course run by RIB Change Specialist on behalf of the Interim Management Association;
B.Ed. (Food Science) – 2.1 from Leeds University;
Common Purpose Graduate;
Woman of Achievement Award UK.

Skills and Strengths:

Business acumen and integrity;
Business strategy development, planning and execution to achieve optimum revenue, cash flow, cost base and profitability;
Strong commercial contract negotiations, finance, sales, marketing, procurement in a manufacturing environment, programme management, human resources and general management experience;
Exceptional leadership, people management, and communication abilities. Managing colleagues, customers, suppliers regulatory authorities, media communities and other stakeholders;
Well-developed financial, commercial and IT literacy.

Interests: Networking; Owner and ex Chairman Calmwater Bay Water Ski Club; Water Skiing (ex British Team and European Slalom Champion); Table Tennis (ex Yorkshire Team); Cooking, Gardening, Opera; Theatre; Tennis; Keeping fit and reading.



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