

## **George Koether**

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George Koether is a President with a successful career improving revenue and profit performance for B2B companies in the global manufacturing and SaaS industries. He is a proven leader with strong strategic planning, business development, team building, and organization alignment skills.

Most recently, as President of Kitchen Brains, a leading process control manufacturer and enterprise software solutions provider to the food service industry, George led the successful merger and integration of two disparate corporate cultures, implemented a new corporate Partnership and M&A strategy, refinanced senior debt to increase capital with improved terms, and expanded the business throughout Asia.

Previously, as President of Food Automation-Services Techniques (FAST), George directed an aggressive business turnaround by driving accountability, reducing headcount, divesting an underperforming business unit, introducing new products and negotiating a multi-million contract with a major client. Prior to that as Vice President, Sales and Marketing at FAST, he led the creation of new sales messaging and tools, implemented Customer Relationship Management, and established strategic partnerships with OEM customers that led to record sales growth.

Earlier, as Managing Director for FAST International in the UK and South Africa, George negotiated exclusive distribution rights for three product lines, and developed a new market for process controls in Artesian Bakeries in Belgium, France, and Germany.

George received a BBA degree from Oglethorpe University. He also completed the Executive program from the Stanford Graduate School of Business, and the Accelerating Sales Force Performance Program from the Kellogg school of Management.