

Career Profile

Seeking a challenging and rewarding position where my broad-based skill sets, extensive leadership experience and proven accomplishments will make a difference for an organization, its people and the community.

Professional Experience:

Lokama Group

June 2017 - Present

Principal – Business/Management Consultant

- **Responsibilities:** Provide professional Business/Management consulting services assisting clients in analyzing, implementing and evaluating business projects and organizational effectiveness to maximize growth and improve business performance; Utilize experience to support the implementation of effective safety management systems and programs to develop a culture of safety, maximize employee effectiveness and minimize workers compensation costs; Provide guidance in developing and implementing effective quality assurance systems to minimize business waste and maximize customer satisfaction; Provide strategic direction in managing Labor Relations and/or preventing labor organization efforts; Functional Skills and areas of impact include: Critical thinking, Problem-solving, Change Management, Organizational skill development, Strategic planning, Performance management, Communication and Presentation, Creativity, Cross-functional team management, Sales & Market analysis/effectiveness.

Aloun Farm, Inc.

August 2019 – December 2019

Vice President – Operations & Sales

- **Responsibilities:** Position created to affect organization development, system improvement, change management, and long-term Sustainability for the Organization. Established Sales systems, structure and Strategic Direction for the Sales Organization in maintaining current Business and growing Sales through Target Account activity, New Product Development and Diversification into Dry Goods. Address Systemic problems within the Operations in establishing Reliable Processes with Supply Storage and Inventory Management, Quality Assurance, Food Safety Systems and Traceability, Logistics Planning and Distribution, Safety and Health Processes, Operational Efficiencies in Fulfillment Practices, Personnel Management and overall organization, cleanliness and system Reliability. Assist with Strategic Long-Term Planning to Company ensure Growth, Diversification and Sustainability. Specific actions by the Company with Business acquisitions and Business Development Plans taken as a result of my direct efforts and Recommendations.

Robert K. Cundiff

Rengo Packaging, Inc.
Senior Vice President

October 2015 – June 2017

Note: Company reorganization to maximize strategic resources and production capacity. Operational responsibility placed with Chairman of the Board, who assumed title of President for internal reporting/approval purposes, allowing personal efforts to focus on the market, sales and supply chain effectiveness to improve sales volume and maximize return on investment.

- **Responsibilities:** Shift in primary responsibility and focus to grow corrugated packaging sales – Hawaii and Pacific Rim. Maintain and solidify relationships with key customer executives. Support Sales Organization to close target accounts and develop team skill sets. Develop and implement strategic plan to increase diversified packaging product lines (new business) and sales revenue. Identify, develop and negotiate key vendor relationships for diversified packaging product lines. Establish budgets and pricing policies for the Business. Oversee and coordinate sales activity to increase diversified packaging sales. Procurement of all raw materials – identify supply sources and negotiate price, logistics, terms, and maximize supply chain effectiveness. Manage all elements of vendor relations. Manage all media and government affairs. Manage corporate citizenship and community relations. Manage environmental compliance.

Rengo Packaging, Inc.
President

June 2011 – October 2015

- **Responsibilities:** Develop and Lead U.S. subsidiary of Rengo Co., Ltd. of Japan, which purchased the assets of Hawaii Box & Packaging. Oversee a \$30MM Design and Construction project of a 160,000 sq. ft. manufacturing facility and the installation of equipment. Develop machine specifications and purchase 5 major pieces of manufacturing equipment at over \$20MM. Overall responsibility for over \$50 million in assets, \$18-\$25 million in Sales and 50 employees, maintain effective communication and coordination with parent organization in Japan, develop and maintain an effective team and organizational structure, develop the vision, mission, and business strategies of the organization, integrated plan/budget development and administration, capital planning, production management systems, effective safety process, quality management system, environmental management system, oversee state operating permits and reporting requirements, develop infrastructure and systems for the purchase, storage and distribution of products, negotiate and manage key relationships with vendors, establish compensation and benefit programs, design and implement long-term improvement plans, provide leadership to attain superior performance results, employee performance management and personnel development, manage relationships with community.

Hawaii Box & Packaging, Inc.
President

June 2008 – June 2011

- **Responsibilities:** Develop and Lead start-up entity with overall responsibility for \$12-15 million in Sales and 15 employees, develop and maintain an effective team and organizational structure, develop the vision, mission, and business strategies of the organization, integrated plan/budget development and administration, capital

Robert K. Cundiff

planning, develop infrastructure and systems for the purchase, storage and distribution of products, negotiate and manage key relationships with vendors, establish compensation and benefit programs, design and implement long-term improvement plans, provide leadership to attain superior performance results, employee performance management and personnel development, manage relationships with community.

Weyerhaeuser

January 2001 – June 2008

General Manager

- **Responsibilities:** Overall responsibility for Hawaii/Pacific Rim and \$30 million in assets and 95 employees, develop and maintain an effective team and organizational structure, develop the vision, mission, and business strategies of the organization, integrated plan/budget development and administration, design and implement long-term improvement plans, provide leadership to attain superior performance results, champion a total quality strategy, manage an ISO9001 quality system, and monitor effectiveness of key operating units. Effectively manage environmental stewardship, the relationship with the community and with organized labor union, create a positive and safe work environment. Ensure employee development and succession plans, performance management, workers compensation management, EEO/Affirmative Action/Diversity plan development and administration, and effective human relations plans.
- **Educational Programs:** Leadership Institute, Ergonomics, Ethics, Anti-trust Compliance.
- **Highlights:** Twice earned the Governor's Safety & Health Award presented by HIOSH and the ASSE at the Governor's Safety Conference, received Weyerhaeuser Performance Excellence Award (0 safety incidents and >17 RONA) in 2002, Expanded worldwide supply position with key International customer, implemented an Environmental Management System.

Weyerhaeuser

June 1992 – January 2001

Sales Manager

- **Responsibilities:** Overall responsibility for sales in Hawaii/Pacific Rim, Annual integrated planning, sales forecasting, Business strategy, coaching 5 sales personnel, pricing strategies, establishing sales objectives, oversee customer service department, oversee planning department, rollstock management, management by improvement goals, tracking sales performance, new product development, Design, market development, marketing and advertising programs, hiring, customer survey process, antitrust compliance training, shared responsibility training, SOPs (Standard Operating Procedures), graphics development, competitor benchmarking and tracking, supplier negotiations.
- **Educational Programs:** Power Base Selling, Power Base Management, Substance Abuse Training, Sales Manager Training Program, Situational Leadership, Managing Human Performance Program, DPS in Review, Negotiation Seminar, Technical Training Institute.

Robert K. Cundiff

- **Highlights:** Secured and developed market expansion into China (Asics Company), Pacific Region pallet committee member, business sales training and advisory council member, Business customer satisfaction survey improvement team, Weyerhaeuser Quality Process implementation team, assumed General Manager's duties in his absence, implemented ISO9001 Quality System, developed formal sales procedures, developed preprint market, maintained or increased board margins, equipped sales department with laptop computers, managed work redesign resulting in \$100,000 savings per year, safety & quality seminars to customers, managed cost savings efforts with National Accounts resulting in \$750,000 savings per year, hired 2 excellent salespeople in 1995, hired customer service department.

Weyerhaeuser

October 1989 – June 1992

Sales Representative

- **Responsibilities:** Territorial responsibility covering 4 major Hawaiian islands, sales forecasting, accounts receivable management, new account development, finished goods inventory management, market reports, conflict resolution, problem solving, pallet management, relationship building with customers, effective communication between plant and customers.
- **Educational Programs:** Dimensions of Professional Selling Program, Action For Excellence, Quality in Action, Quality Improvement Storyboard, Performance Management, product knowledge, Design for Excellence, STOP Program.
- **Highlights:** Safety Committee Member 1991-1995, managed sales volume of approximately \$20 Million.

Weyerhaeuser

May 1987 – May 1988

BMS (Boxis Maintenance System) Coordinator

- **Responsibilities:** Establish effective Preventative Maintenance Program on BMS System, developed daily, weekly, monthly, and annual checklists in assisting mechanics to prevent unscheduled downtime, maintain accurate parts inventory through cataloging and control mechanisms, maintain immaculate Housekeeping of parts receipt and storage area.

Education

Tokai University

Hiratsuka City, Kanagawa, Japan

International Studies

- **Areas of Emphasis:** Japanese language, Japanese culture, Japanese Business.
- **Achievements:** Spoke fluent Japanese, held internship with Honda Racing Co., assistant basketball coach with Tokai University, conducted basketball camps with

Robert K. Cundiff

Tokyo University and Keio University, and played basketball with Tokyo Marine and Pierce Arrow basketball teams.

Hawaii Loa College

(merged with Hawaii Pacific University)

BA, Business & Economics, Magna Cum Laude (Overall GPA 3.8)

- **Areas of Emphasis:** Business Management, International Business, Japanese Studies (Language, History, Literature, Business), Statistics, Computer Science, Marketing.
- **Honors & Achievements:**
 - Ward F. Mardfin Award for Excellence in Business and Economics 1987
 - President's Award, 1986 & 1987, for Excellence in Academics and Athletics
 - Athletic Directors Award, 1987, Outstanding Student Athlete
 - Selected to NAIA Division 29 All-Star Basketball Team, 1987; Academic All American Team 1987; and NAIA All American Basketball Team, Honorable Mention, 1987
 - Hawaii Loa College Basketball Team, 1984-1987; Team Captain, 1987; Most Valuable Player, 1987
 - Hawaii Loa College Golf Team, 1987
 - Recognized in 1986 Edition of Who's Who Among American Students in American Universities and Colleges
 - Senior Class Secretary, 1987
 - Japanese Club, 1986, 1987

Iolani School

Community Involvement

- Board Member, Small Business Regulatory Review Board, State of Hawaii, 2015 – present (Governor appointee)
- Board Member, Department of Parks & Recreation, City & County of Honolulu, 2010 – present (Mayor appointee)
- Board Member & Executive Committee, Ahahui Koa Anuenue, 2015 – present
- Member, Air Force Civilian Advisory Council (AFCAC), 2017 to present
- Advisory Board, June Jones Foundation, 2004 - present
- 200 Club Member, 2001 - 2017
- Board Member, Board of Water Supply, City & County of Honolulu, 2006-2010
- Chairman, Hawaii Employer's Council, 2007 – 2009
- Executive Committee, Hawaii Employer's Council, 2005 – 2009
- Board of Governors, Hawaii Employer's Council, 2003 - 2009
- Board of Directors, Junior Achievement of Hawaii, 2002 – 2010

Robert K. Cundiff

- President, Kailua Little League, 2006 – 2008
- Board of Directors, Kailua Little League, 2000 – 2008
- Kailua Little League, Manager and Coach 1998 – 2008
- Kailua Basketball Association, Coach 2000 - 2004

References & Additional Information:

- Provided upon request