

“To remain a bullet-proof market leader against the economic tsunami forces in today’s intensely competitive, highly volatile global market, companies need genuine, ‘optimized transformation’ at the root level across ALL areas of the company. It’s a zero sum game. Be bullet-proof or be eliminated.”

– Bruce Smythe

A world-class manufacturing Chief Transformational Officer, Bruce Smythe is not content with quick fixes that merely stop the bleeding. Beyond his talent for solving immediate problems fast and getting returns right away, he masterminds company reinventions across the entire spectrum of business. His solutions safeguard the company, leaving the organization and its people firmly grounded for sustainable growth well into the future.

Driven by a strong sense of urgency and incredible stamina, he enjoys and thrives on massive change under fire in crisis situations. He is at his best when turning uncertainty and chaos into order and harmony. Resourceful and innovative, he always searches out new ways to improve manufacturing operations and elevate best-practices.

Bruce inherited his ingenuity and get-it-done drive from his father, a lifelong shipbuilder, who earned his reputation as the “guy who always makes a profit on shipbuilding job assignments”, delivering turnarounds in record time and avoiding catastrophic loss, where many others failed.

Along with revitalizing ailing organizations through game-changing turnarounds, Bruce dramatically improves the health of the corporate culture and workplace environment. His mission with transformation is also to bring dignity and strength to each individual worker. He feels responsible for the long-term security of the people at his companies, and is proud to have mentored and guided many to progress in their careers to senior leadership roles.

Fearless and confident throughout his career, Bruce has been a pioneer in envisioning advanced business and manufacturing processes and methods to move the organization to a step-function higher capability in productivity, quality, cycle time reduction, inventory reduction, mixed model production and customer response. His manufacturing redesigns yielded an average 5-10 times improvements and catapulted each company into market leaders:

- As President and COO at Imagepoint, hired to lead a crisis turnaround, he generated tens of millions of dollars in new growth by identifying very clear, high-growth market segments, generating new products, services and sales super fast, and winning big contracts in new areas.
- As Vice President and General Manager at Hill PHOENIX turning around an under-performing division, he grew sales 50% with 200% increase in profitability, making the division the main company’s largest contributor to profitability and cash flow, and one of the top ten performers across the corporation’s more than 50 companies. Additionally, he led a Research and Development department that innovated and implemented ground-breaking industry-first global warming and environmentally green technology.
- As York International’s VP and General Manager for Wichita Operations, he competed against his own best efforts at Nordyne to reverse York’s 57% market share loss, growing it from 30% to 50%, by reinventing a new product process he initially rolled out at Nordyne two years earlier.
- At Nordyne, he more than doubled market share to 70% against York, their top competitor, and improved operational performance 10 times with another application of his revolutionary new product process he later used at York.
- At Trane Company in the 1980s, he initiated one of the earliest and best supply chain company capabilities. Since then, supply chain has been a hallmark of his value-add to companies, taking it beyond the norm to fully integrate it into the design process, where actual product performance and field quality costs are established.

Seizing an opportunity to hone his multi-faceted operations skill and fulfill his entrepreneurial passion, Bruce launched PBS Management, to acquire and manage Private Equity and corporate divestitures, turnarounds, private firms and new franchise start-ups.

With more than 20 years' broad-based general management experience, he understands how each part of an operation functions on a very deep level. He also knows that it is imperative for companies to continuously review sources of competition outside their normal, established competitors, as technology, business dynamics and global competition can create entirely new sources of competition. Another lesson learned is that, above building profit, acquiring and retaining good customers must be every company's primary goal.

With a Masters in Engineering from Texas A&M and many years' experience managing multiple engineering groups, Bruce has deep expertise with engineering as it relates to product development, manufacturing and materials.

His passions away from work include meteorology, playing golf, traveling and reading. He loves singing, and does so reasonably well ad hoc. His wife Patti (and Bruce a little!) home schooled all four of their children. Two are actors, dancers and voice over artists in Hollywood, one is a lawyer working in anti-human trafficking and the fourth graduated from business school.

Bruce and Patti live in Knoxville, Tennessee. He can be reached via phone at (865) - 437 - 9968, or via email at BruceSmythe1@gmail.com.