



J. MITCELL RADER

CURRENT POSITIONS

Lighthouse Visibility Partners, LLC, President; 2018 – Present

A management and consulting company focusing on identifying business needs and providing technology, data visibility, logistics, operational structure, and capital.

MARKET FRESH PRODUCE, CEO; 2019 – Present, Designed and implemented a new business strategy incorporating supply chain solutions for grower/shippers throughout a newly developed strategic partner network.

ACCOMPLISHMENTS

Supply-Chain Logistics and Strategy

- Formed a 4PL solution specializing in logistics management that became the key driver of value creation to sell to Lineage Logistics.
- Created a strategic partnership with Telos Logistics to enhance freight services and provide superior TMS capabilities.
- Implemented a Cross Dock program with US Foods in Chicago in a record 6 weeks increasing our EBITDA margin per case by 2.5 times.
- Developed a forward warehousing strategy to build strategic relationships with 14 locations that were rail served saving millions in freight and enhanced service and reliability at Red Gold.
- Provided Management Consulting services including: strategic innovation; enterprise improvement (strategy & transformation, revenue growth, cost efficiencies, margin expansion, operational excellence); transaction services and interim management. Freight managed services projected revenue growth of 60% in year one; doubled in year two.
- Developed a new business segment of Professional Managed Services for Food Service distributors, restaurant chains and food manufacturers while at Arrow Stream.

Leadership, Strategic Vision and Business Development

- Developed the sales and marketing strategies accomplishing annual double-digit growth while increasing margins and exceeding budgeted targets. Sales grew from \$150M to over \$500M while growing EBITDA from \$3.0M to \$10M at CDC.
- Expanded the geographical footprint from Chicago to Atlanta and Dallas to become a national provider of custom food service logistic solutions at CDC.
- Led the acquisition of the largest competitor which doubled EBITDA in the subsequent year at Red Gold.
- After leading the successful purchase of CDC, developed the supply chain solutions strategy to integrate CDC Logistics into the Lineage Corporate strategy increasing EBITDA by double digits during this time.
- Identified strategic acquisitions to provide needed liquidity and growth opportunities with significant returns to investors of 2 ½ to 3 ½ times in less than 12 months at Arrow Stream.

WORK EXPERIENCE

Arrow Stream, 2017 – 2018, CEO

Lineage Logistics, 2016 -2017, Senior Vice President

CDC Logistics, 2008-2016, CEO

BrightPath Capital, 2005-2018, Principal, Founding member

Red Gold, 1995-2005 CFO and VP of Finance

EDUCATION

Ball State University, Muncie, IN

1978 – 1982: B.S. in Accounting, CPA, Certified in 1985

PROFILE

Execution oriented, optimistic, and innovative professional with a diverse, cross-functional background in P&L leadership, business development, logistics, and strategic planning.

Significant success driving financial improvements, creating meaningful value enhancing supply chains, and utilizing comprehensive logistics management techniques, with added experience in manufacturing, and technology sectors. Skilled at identifying, evaluating, and executing corporate development opportunities, including mergers and acquisitions, strategic alliances, and technology development.

CONTACT

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BOARD POSITIONS

2017/21 Market Fresh
2017/18 Arrow Stream
2008/16 CDC Logistics – Chairman