

GEORGE A. BROWN

AX Expert | ERP Functional Consultant | Solution Architect

Manufacturing | Distribution | Consumer Goods | Food Industry | Physical Goods

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AN ERP CONSULTANT WHO REALLY UNDERSTANDS YOUR BUSINESS – FROM THE INSIDE OUT

Right after graduation in 1980 – AAS in architectural and structural design – I entered the world of heavy industry and manufacturing.

I designed structures & foundations that supported 200-ton machines, turned wrenches, climbed steel towers, and solved mechanical problems. On one occasion, I was even doused with hydraulic fluid.

By 1984, I mastered CAD technology and started implementing enterprise-wide CAD networks.

Ten years later, at Integrated Industrial Systems, I took charge of a failing ERP system – my first involvement with ERP. After rescuing that project, I transitioned my career from CAD to ERP.

Today, as an ERP consultant and AX expert, I transform companies from the inside out – starting from scratch – by applying 25 years of hands-on experience in business, manufacturing, ops, and IT.

25 YEARS AS SYSTEM ARCHITECT DEVELOPER, AND ERP EXPERT

- **MULTI-ERP EXPERTISE:** Known as an expert and thought leader for all flavors of ERP – focus on manufacturing, distribution, & professional services. Mentored dozens of ERP professionals on Microsoft Dynamics AX.
- **VERSATILITY:** Thanks to a broad background in business – especially manufacturing and heavy industry – I frequently contribute know-how in areas beyond ERP, for example: redesigning a plant layout, or arranging an emergency contract for a 100-ton crane on late Friday afternoon.
- **GLOBAL TEMPLATES:** Expert at devising repeatable models – fast and error-free – for worldwide rollout of ERP.
- **NO WASTED RESOURCES:** As ERP consultant, typically I start from a blank page, get things working, and self-delete my job (see Schüco & Tempur-Pedic, below).

PROFESSIONAL EXPERIENCE

AREAS OF EXPERTISE: Dynamics AX, ERP, System Design & Dev, Business Analysis, Business Process Reengineering, Troubleshooting, Technology Integration, Finance, Accounting, Supply Chain, Inventory Management & Forecasting.

GB ASSOCIATES LLC, Wallingford, CT

July 2013–Present

AX and ERP consultancy | Focused on trade, logistics, production, finance | Deep expertise in AX versions 2009, 2012 R2, R3, AX7.

Independent Dynamics AX Consultant – Domestic and International Projects

I consistently deliver projects as promised – on time and within budget – because I've worked on both sides of the table – I understand the thinking of both business execs and AX partners.

RECENT ENGAGEMENTS: Project definition, solution engineering, business requirements analyses, functional design, system build, system deployment, and post go-live support.

- **SITEONE – FORMERLY JOHN DEERE LANDSCAPES** (June 2015–Jan 2016): Performed business process modeling and validation. Ensured client understanding of inventory valuation and timing. Finalized system design and user training during preparation for Go Live.
- **CHOBANI YOGURT** (June 2014–Feb 2016): Analyzed business requirements and demonstrated AX solution capabilities, such as: direct picking and storage of finished goods; raw material purchasing and returns, and inbound purchased goods management.
- **AX PARTNER MERIT SOLUTIONS** (Feb 2014–May 2014), client business requirements analysis. Showed AX solution capabilities. Performed gap-fit analyses for a manufacturer.
- **AX PARTNER WIPFLI** (Jul 2013–Feb 2014), client projects: Configured and demonstrated AX ability to track the costs of service visits and installations. Demonstrated AX capabilities, such as master planning across multiple companies, control of production sites, and engineering change orders.
 - ✓ Gelato (sorbet producer); industrial lighting manufacturer; and a balloon manufacturer.
 - ✓ Custom-molded fiberglass manufacturer; industrial engine-and-power products.

TEMPUR-PEDIC, Lexington, KY (Contract via NDS)

Mar 2011–July 2013

Subsidiary of Tempur Sealy International – the world's largest bedding provider | US HQ in Lexington, KY.

Dynamics AX Solution Architect | Senior Functional Consultant

Hired to lead replacement of Oracle with Dynamics AX. Turned around a failed AX implementation at the Denmark HQ, devised a foolproof implementation template, and led worldwide rollout of AX.

- **Scope:** Tempur-Pedic project was roughly similar to Schüco implementation (below), but the scale was 10X larger. Deployed a single global instance of Dynamics AX for 140 operational entities in over 40 countries. Tasks: project definition, solution engineering, requirements gathering, business process reengineering, functional design, system build, system deployment, and post-launch support.
- **HQ Turnaround:** Started in Lexington, KY (USA HQ), relocated to Denmark during March–July, and rescued a failed implementation of AX. Used Denmark project as basis for template and worldwide rollout.
- **Quick Adaptation:** In Canada, the AX implementation was halfway complete when Microsoft launched a major upgrade to Dynamics AX. Within a month, I learned the new version and launched it.

SCHÜCO USA, Newington, CT

Oct 2007–Dec 2010

Sale and distribution of solar panels and custom building-facades (aluminum & glass) | HQ in Bielefeld, Germany | 4800 employees.

ERP Project Manager | Business Analyst

Performed two separate and concurrent jobs – business analyst and project manager – and led the implementation of Dynamics AX for Schüco's "Tier 2" subsidiaries in USA and several countries.

- **Proof-of-Concept:** Schüco had already installed SAP for its main ERP and planned to use Dynamics AX – an optimal choice for Schüco's overseas subsidiaries.
 - ✓ **Background:** Schüco USA's existing system used Excel (no automation). The corporate CIO was skeptical that AX could be adapted for Schüco's aluminum-building-facades BU, due to complex installation options and business rules. But SAP was overkill – an inefficient solution.
 - ✓ **Solution:** Applied the "Product Creator" feature of AX – complemented by my personal knowledge of factory and foundry operations – and created a working AX prototype, which won CIO's approval.
- **Actions and Results:** Identified requirements, defined scope and schedule, and documented process gaps. Within first 6 months, implemented Microsoft Dynamics AX for financial operations and Solar Division BU. During next 8 months, implemented AX for the aluminum BU – considered an "impossible" feat by CIO. Created a data scrubbing-and-validation application that migrated 15 years of financial data.
- **Training and Mentoring:** Trained staff on AX, many of whom became AX Consultants. I communicate with them frequently – they are my network of AX experts who can find the answer to any problem.

LEWTAN INDUSTRIES, Hartford, CT

Sept 2006–July 2007

Advertising specialties and promotional items – privately held Silk screen and printing press to imprint items – 60 employees.

Business Systems Analyst (Contract – Extended Twice)

Hired to introduce basic IT infrastructure – email, servers, internet, databases – and replace the antiquated business system for orders, finance, and inventory. After the CS manager unexpectedly resigned, I took charge of customer service while concurrently running technical projects.

- **New Infrastructure:** Created several apps and databases – call center, business rules, and complaint tracking. Selected and implemented a Microsoft Small Business Server for corporate email, shared calendaring, intranet web documentation, and application sharing.
- **Call Center and CS:** Improved employee efficiency and cut training time for new employees.

IROQUOIS PIPELINE OPERATING COMPANY, Shelton, CT

Feb 2002–May 2006

Iroquois builds and maintains natural-gas pipelines that stretch from Canada to Long Island.

Business Systems Analyst and Programmer

Starting from scratch, created a "maintenance resources program" – hardware, applications, and Filemaker database – that replaced an antiquated paper system with real-time, error-free control of inspections, maintenance, and compliance reporting.

- **Main Project:** Replaced manual processing with automated data collection and reporting for more than 4,000 maintenance tasks. New system saved over 500 man hours annually.
- **Results:** Synchronized online reporting with a master database and automated maintenance scheduling.
 - ✓ Cut user-system downtime by 90. Accelerated IT customer service via clear procedures and targets.

- ✓ Standardized 800+ scheduled operations. Ensured regulatory compliance by automating record processing for valve inspections.

CW INTERNATIONAL CONSULTING ENGINEERS, Cheshire, CT

Jan 2000–Jan 2002

Small professional engineering (P.E.) firm – engaged in structural engineering and civil engineering.

Operating Partner | Operations Manager

Collaborated closely with CW while working on projects for Integrated Industrial Systems (IIS, below). Joined CW to create a new practice area that complemented CW’s offerings in structural and civil engineering with CAD, ERP, and IT automation.

- **Scope:** The new practice area offered an easy way for “low tech” companies – construction and manufacturing – to outsource CAD projects. We packaged the professional services – already underway at IIS – and sold them worldwide.
- **Revenue:** Within one year, generated roughly \$1 million.

INTERGRATED INDUSTRIAL SYSTEMS, Yalesville, CT

Aug 1989–Jan 2000

Privately held company that makes rolling mills for foundries that process metals.

ERP Project Manager (1992–2000)

CAD System Manager (1989–1992)

Initially designed mechanical and architectural projects using CAD and traditional drafting methods. Led a company-wide transition from drafting boards to enterprise CAD network. Scaled up the CAD infrastructure to support a fast-growing group that grew from 6 to 50 CAD users within 2 years.

During 1992–1994, took charge of a highly customized ERP implementation. During 1994–2000, in addition to mechanical-and-structural engineering projects, I continually improved the ERP system – and changed my career focus from CAD to ERP systems.

- **ERP Project:** As IIS grew during mid-1980s, the company had to process voluminous details and data to keep up with client demand, but existing IT could not handle volume. Managed development life cycle for ERP – from initial meeting with BUs through programming and implementation.
 - ✓ **Maintained ERP Project:** Inherited an ERP project (“Growth Power”) with no documentation, especially problematic because IIS had done extensive customization to the original system.
 - ✓ **Results:** New ERP vastly improved sales processing, inventory management, and corporate reporting (over 900 reports). Improved productivity of A/R, A/P, G/L, purchasing, manufacturing, inventory, and facilities management.
- **Architectural-Structural Projects:** In addition to CAD and ERP, repeatedly called in to solve difficult engineering and design challenges – leveraged troubleshooting skills and structural-design experience.

Additional Experience (June 1980–Aug 1989)

After graduation from TTI, I launched my career in structural design. Designed layout of beams and joists that supported heavy equipment installed in factories and commercial buildings. Migrated from traditional drafting to CAD, which eventually led to enterprise implementations of ERP.

- **WINCHESTER**, New Haven, CT (1988–1989), CAD operator: Implemented a company-wide CAD system.
- **PALL CORPORATION**, Ocala, FL (1984–1988): Designed industrial filters that ensured pure air for heavy-industry compressors. Completed various mechanical engineering and CAD projects.
- **VARIOUS EMPLOYERS**, Central FL (1980–1984): Architectural drawing and design, especially for I-beams and structures to support floors (buildings are still standing).

EDUCATION AND PROFESSIONAL DEVELOPMENT

Associate Degree (AAS), Architectural Design, TAMPA TECHNICAL INSTITUTE, Tampa, FL, 1980