

STEVEN BRADSHAW

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VP Operations / General Manager Governmental Affairs / VP Sales & Marketing

My background includes extensive experience and proven performance in the areas of sales and marketing along with the entrepreneurial leadership of groups and organizations, refocusing business units and managing production. I have developed and executed multi-state sales plans, operational and financial plans and implemented personnel structures as well as successfully advised clients on capital equipment purchases, services and fleet maintenance. I have negotiated numerous sales contracts, ventures and business relationships, served long term clients in both the manufacturing and investor areas and performed business relationship troubleshooting. In the past 25 years, I have managed or created functional groups and divisions for public corporations such as Merrill-Lynch, and TRW Inc. as well as private entities such as Smart Truck Systems (STS) and Burrtec Waste Industries.

EXEMPLARY ACHIEVEMENTS:

Solid Waste Business Acquisition and Privatization – As a Solid Waste Industry professional for over 25 years I have been directly involved and responsible for the acquisition of solid waste companies and the privatization of public municipal services. My understanding of various lines of business within the industry including the management of transfer stations, construction and demolition sorting facilities, collection operations, and the solid waste collection vehicle manufacturing industry provided the necessary tools to secure the simultaneous acquisition of a private hauler and a municipal solid waste division to create and sustain one of the largest solid waste market penetration events in Southern California.

Revitalizing and Managing a Manufacturing Business – At STS, I assisted in founding the company. Besides my major and vital contribution to the development and growth of sales, I assisted in the restructuring of the company, helped develop and implement a reorganization plan. This plan included a successful increase in capacity utilization, retooling of the 81,000 square foot shop floor and the eventual development of an employee 401k plan which led to increased productivity. As a result of these modifications to the operation, and my aggressive and successful sales effort, revenue and cash flows increased. Production was increased, error rates declined and on time delivery of products was improved.

Building a Successful Investor Group – During my tenure at Merrill, I was able to assemble a group of investors that had the influence and capability to move markets and dictate open interest as well as pricing levels. I developed and performed detailed investment analysis and IRR schedules. In addition I was able to comprehensively manage different periods of uneven cash flows in order to maximize my clients rate of return while securing their respective investments for the long term.

CAREER HISTORY:

2020 – Present **Vice President** **Wonderful Bees, LLC**

As Vice President of Wonderful Bees, LLC I am currently responsible for commercial beekeeping operations with activities and projects in 11 U.S. States. These operations include crop pollination, honey production, wax rendering, and the movement of live bees across the country. In addition to operational responsibilities, my duties include strategic planning, process improvement, budgeting, product innovation, and business development. The strengthening of existing strategic relationships as well as the pursuit and development of new business partners is also a crucial aspect of my position. Wonderful Bees, LLC is part of Wonderful Orchards, the largest grower of almonds, pistachios, and pomegranates in the world. As a member of the Wonderful Orchards Executive Team, I am part of the strategic group that guides and influences decisions across the various business units of Wonderful Orchards..

2005 – 2020 **Municipal Services / Business Development** **Burrtec Waste Industries**

I was responsible for all aspects of Municipal Services support related to governmental relations and municipal contracts. In addition, as Director of Business Development, I was responsible for the operation and administration of the Burrtec Sales Division which included territories in Los Angeles, Riverside, and San Bernardino Counties. During the course of my fifteen year career at Burrtec, I held increasingly responsible positions managing collection operations including administration, routing, and fleet maintenance in multiple service area markets including Pomona, San Bernardino, and Victorville. I have worked with city staff and elected officials to develop and implement waste and recycling program solutions in the cities of Adelanto, Apple Valley, Barstow, Duarte, Fontana, Grand Terrace, Highland, Montclair, Pomona, Rancho Cucamonga, Rialto, Riverside, San Bernardino, Santa Clarita, Upland, Victorville, and Yucaipa. My responsibilities included promoting business sustainability and growth while working with operations to ensure customer service expectations are achieved. Development and implementation of corporate strategy and philosophy were also an important part of my responsibility.

2003 –2005 **Operations & Sales Manager** **Madison Materials**

I was responsible for the collection, processing, sorting, and diversion of materials from landfills in California. At Madison Materials, a mixed C & D processor, I found new markets for inert and organic materials, as well as negotiated processing agreements and sales contracts for various materials recovered. My responsibilities also included hauling equipment, wheel loaders, excavators, transfer trailers, and sort line equipment. I made presentations to members of the County Board of Supervisors and members of many different city and local government agencies. Finally, I increased sales within the organization by 30% in less than one year, continued to find new markets for recovered materials, and secured the companies first municipal contract.

1996 – 2003 **President & VP Sales** **Smart Truck Systems (STS)**

I led STS, a specialty refuse truck body manufacturing facility located near Riverside, CA to a successful reorganization and expanded customer base while increasing sales by 250%. I added several technological advancements in hydraulics, body design and electronics. Additionally, I was responsible for design, development, and implementation of company strategy. I created financial statements, accounting procedures, and all administrative policies for start – up company. Also, I worked with chassis manufacturing companies such as Peterbilt, Freightliner, Volvo, and Mack providing design support, product development and equipment solutions for customers across the United States. Finally, working with engine manufacturers and alternative fuel providers I directed and developed the company marketing strategy.

1995 - 1996

**National Account Operations
Manager****Western Waste Industries**

I was responsible for development and maintenance of large, multiple locations, corporate account programs and had a direct reporting relationship to the Vice President of Corporate Marketing. I generated a corporate monthly revenue base in excess of \$ 750 K. Additionally, I developed a successful market penetration and implementation strategy.

1992 - 1995

Financial Consultant**Merrill Lynch, Pierce, Fenner, & Smith**

Assisted clients a with broad range of financial services which included Financial Planning, Managing Savings Dollars, Tax Advantaged Investments, Financing of Company Stock Options, Estate Planning , Portfolio Analysis. Developed and serviced a \$ 30 MM client base.

1987 – 1992

TRW, Inc.**Department Administrator**

At TRW, Inc. I advanced in successively responsible positions ranging from a Contract Clerk to a Department Administrator. As a contract clerk I performed and managed all functions of contract administration and control. I was responsible for the generation and maintenance of expense summaries, opening and closing of contract accounts for labor, material, and ODC. Also, I maintained Files on all division contract document, created and distributed reports to all levels of management. After serving for slightly over one year as a Contract Clerk I was promoted to the position of Business Analyst. I was Staff support to the Manufacturing Division Controller in all areas. These functions included compliance audition, contract authorization, documentation and approval, project expense control, report generation and distribution, and contract closeout. Detailed financial analysis, backlog position summaries, sales awards forecasts, gross profit summaries, and resource requirements were also part of my assignment. Finally, after serving two years as a Business Analyst I was promoted to Department Administrator. I was responsible for the financial and administrative functions of three large departments. Assignments included maintenance and analysis of budgets, including requests, negotiations, and forecasts. Salary forecasting, population planning, education reimbursement, and other H/R activities were also part of my duties. In addition, Capital planning, resource allocation, performance measurement, facilities requests, auditing, account reconciliation, and cost reduction were also required.

Academic Qualifications / Affiliations / Publications / Presentations

I received my MBA from Loyola Marymount University of Los Angeles 1995 with a concentration in Finance. I received a BS in Business, from California State University, Long Beach in 1989 with a concentration in Investment Finance.

During my studies at California Sate University I was on the Dean's List consecutive terms and was a member of the National Key Honor Society.

Professionally, I was a finalist for Entrepreneur of the Year in 2000. In addition, my commentaries have been published in a number of industry periodicals including Waste Age, and MSW Management. I am a current member of the Solid Waste Association of North America, the Environmental Industry Association, and serve on the Advisory Board for Keep Riverside Clean and Beautiful.

Finally, I currently hold a registered trademark along with United States and International Patents. I have also served as spokesmen for the Economic Development Department for the City of Moreno Valley and served on their manufacturing consortium team.

References

Thrash, Jeanette: Principal, Seguras Home – Perris, California

Weber, Christopher: Principal, RHW Capital Management Group – Anaheim, California