



# Whole Brain Consulting

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# WILLIAM “WILL” MADDEN

## MANUFACTURING WIZARD - FOUNDER



### Will's depth of knowledge:

- Will has worked in the food industry for the past 20 years!
- Founded consulting firm with multiple locations (Illinois and Colorado) and over 170+ clients.
- Setting companies up for long-term success not a quick fix.
- Revered author ( “Separating the Con-man From the Co-man”) ; Wrote the book on contract manufacturing. (<https://goo.gl/nYVG31>)
- Owner of 2 great pit bulls – Roscoe & Pigglet
- Favorite Hobby – Playing catch with the pups.



# MORE INFO ON CO-MANUFACTURING

- Revered author ( “Separating the Con-man From the Co-man” ) ; Wrote the book on contract manufacturing. (<https://goo.gl/nYVG31>)
- Website: <http://whole-brain-consulting.com/>



# CLIENTS WE WORK WITH INCLUDE



...and over 150 others

# How are small, innovative pet products bridging the gap?



# CASE STUDIES



## **Situation:**

- Client was at capacity with their co-man and was launching with Starbucks
- They were looking for a new manufacturing partner in which to put dedicated equipment
- They had poor visibility into on-hand inventory at their 3pl
- They had an inefficient transportation system

**Client engaged Whole Brain Consulting to establish new supply chain to improve quality, pricing, lead time, and flexibility.**

## **Results:**

- Whole Brain Consulting instituted a quality monitoring program
- We instituted a continental shifts program to increase capacity
- We interviewed 25 contract manufacturers and received quotes from 5
- We developed a multi-year agreement with a year-1 reduction of 2% and a year-3 reduction of 36%
- We developed a warehouse and transportation program that gave real-time visibility and reduced monthly costs by \$10,000

**How does this apply to you?**

# CASE STUDIES



## **Situation:**

- Supply chain experienced significant issues with:
  - Raw material costs
  - Product quality
  - Schedule adherence
  - Working capital
  - Out-of-stocks

**Client engaged Whole Brain Consulting to completely rebuild their supply chain.**

## **Results:**

- Increase monthly working capital by \$250,000
- Sourced and scaled up 2 new contract manufacturers
- Reduced lead time from 6 weeks to 2 weeks
- Reduced average tolling by 17%
- Reduced raw material costs by 32%
- Created a mitigation strategy to reduce the second co-man's lead time from 10 weeks to 4 weeks
- Increased client's margin from ~20% to over 40%

**How does this apply to you?**



**THANK YOU FOR YOUR TIME!**

