

# Tim Cooper

Founder and Principal of the Consulting Garage

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## Summary

Tim Cooper is a management consultant and former publishing senior executive with a successful history of improving day-to-day operations as well as directing enterprise-level initiatives. Based on his years of productive experience as a publishing industry expert, Tim's business savvy and general experience in organizational management equip him to tackle challenges in any business setting. Whether in collaboration with his partners in Firebrand Associates or individually with The Consulting Garage, Tim's goal is to help businesses of all sizes improve their results.

## Specialties

Strategy and Strategic Planning, Supply Chain and Inventory Management, Business Development, Negotiating Agreements with New Business Partners, Facilitating Executive Annual Strategy Sessions, Leading Initiatives and Projects, Evaluating and Prioritizing Opportunities, Reporting and Analysis, Organizational Management structure and staffing, Workflow and process improvement, Book publishing industry expert, Public speaking

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## Experience

### **Founder and Principal at The Consulting Garage**

February 2008 - Present (7 years 2 months)

Established The Consulting Garage as a no-nonsense business consulting service, offering hands-on, practical support. Whether clients need project-based consulting or our popular COD (consulting on demand) service, The Consulting Garage taps Tim's ability to consistently deliver results for clients in a variety of businesses.

*14 recommendations available upon request*

### **Managing Director at Firebrand Associates**

September 2011 - December 2012 (1 year 4 months)

Serve as a project lead among a select cadre of seasoned veterans known for our pragmatic problem solving ability and focus on execution. We take an integrated, holistic approach to your business problems and believe that a great strategy is of little value without solid execution on that strategy. Our deep knowledge of the book publishing industry, best practices, finance, operations, supply chain management, and technology allows us to develop recommendations and to provide assistance in implementing solutions for the most complex and pressing issues facing C-level publishing executives today.

*2 recommendations available upon request*

### **SVP Strategy & Business Development at Harcourt Trade Publishers**

January 2007 - February 2008 (1 year 2 months)

Served as part of 4 person Senior Executive team for a \$70 million business unit. -Led successful executive strategy program that achieved above budget results. -Negotiated agreements for digital distribution of eBooks with Amazon.com and Sony. Negotiated agreements with Google and Microsoft for the search space. Also implemented an Audiobook distribution agreement and strategy that produced revenue that enabled the company to hit budget goals. -Directed a high priority initiative to increase return on marketing investment and accelerate the transition to digital/internet tools.

*3 recommendations available upon request*

### **VP of Strategic Operations (multiple positions) at Harcourt**

1994 - December 2006 (12 years)

-Reduced inventory by 50% while sales and fill rates improved. Recognized for achievements by receiving President's Circle of Excellence reward. -Instituted annual strategic planning process for unit executive team, helping drive record sales and profits -Started an Information Management department to select, install, implement and run Title management and other strategic software that eliminated 40+ databases and enabled an industry leading metadata performance (Harcourt Trade was the 1st to score (and maintain) 100 on Barnes & Noble monthly vendor metadata reports. -Served on Strategic sourcing projects that saved \$20 million, and established preferred suppliers in all major product categories -Led a Reed Elsevier corporate team that established a digital print supplier base for books. Created new spend of over \$1 million in first year with recurring inventory savings of \$500k + annually. -Led a color digital print supplier project for K12 Education that identified and pioneered color digital short run printing for K12 Teachers editions of textbooks. -Oversaw a successful emergency short-term supply chain improvement project deemed critical for a \$200 million publishing business. Implemented strategy, process, staffing, policy, and training improvements. Held various positions including Director of Inventory & Reprints 1994-1998, Director of Manufacturing, Operations, and Supply (Harcourt Education) 2002-2006

*4 recommendations available upon request*

### **Director of Inventory Management at Baker & Taylor**

1991 - 1994 (3 years)

-Directed supply chain and inventory management activities of a 40+ person staff with over 1.5 million units per month multiple warehouse locations. -Selected as project team director for the selection, installation, and implementation of new inventory management software (E3) (still being used by B&T) and development of the product and vendor master files in an ERP implementation. -Successfully led consolidation of buying functions.

*1 recommendation available upon request*

### **Director of Buying at Gordon's Books**

1987 - 1991 (4 years)

Led product selection, merchandising and inventory management for a leading regional book wholesaler. Started as a buyer and was promoted multiple times to a company senior executive position, reporting to the President.

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## Volunteer Experience

### **Elected Parent Representative at Magnolia Science Academy San Diego**

September 2012 - June 2013 (10 months)

Served as an elected parent representative on the Site Council.

### **Elected Parent Representative and Chairman at Lemon Avenue Elementary School Site Council**

September 2008 - Present (6 years 7 months)

Elected parent representative and voted Chairman by the council

### **Basketball Coach at San Carlos Recreation Center/San Diego**

2012 - 2015 (3 years)

Volunteer Basketball coach

### **Basketball and Football Coach at Magnolia Science Academy San Diego**

2010 - 2014 (4 years)

Volunteer basketball and flag football coach

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## Courses

### **Founder and Principal**

The Consulting Garage

Edward Tufte and Graphics Press

Data and Information

### **VP of Strategic Operations (multiple positions)**

Harcourt

MIT/Sloan School of Management

Saint Louis U/John Cook School of Business

University of Texas at Austin

Hammer and Company

Hammer & Company

Supply Chain Strategy

Lean Logistics Certificat

Using Balanced Scorecard

Transforming Supply Chain

Process Reengineering

### **SVP Strategy & Business Development**

Harcourt Trade Publishers

Harvard Business School Strategic Leadership

Executive Education

## Skills & Expertise

**Public Speaking**

**Strategic Planning**

**Data Analysis**

**Organizational Development**

**Supply Chain Management**

**Supervisory Skills**

**Marketing Strategy**

**New Business Development**

**Team Building**

**Publishing**

**Contract Negotiation**

**Negotiation**

**Vendor Management**

**Process Improvement**

**Management Consulting**

**Cross-functional Team Leadership**

**Business Strategy**

**Team Leadership**

**Operations Management**

**Strategic Partnerships**

**Strategy**

**Analysis**

**Management**

**Executive Management**

**Training**

**Digital Media**

**Business Process**

**Marketing**

**Leadership**

**Integrated Marketing**

**Consulting**

**Organizational Design**

**Digital Strategy**

**Organizational Change**

**budgets**

**Supplier Management**

**Business Analysis**

**Inventory Management**

**Forecasting**

**Problem Solving**

**Business Process Improvement**

**Vendor Relations**

**Digital Printing**

**Educational Publishing**

**Business Metrics**  
**Business Planning**  
**Sales Operations**  
**Competitive Analysis**  
**Inventory Control**  
**Change Management**

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## Education

### **University of Phoenix**

MA in Organizational Management, Business, 1996 - 1997

### **Wheaton College**

BA, Philosophy, 1979 - 1983

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## Honors and Awards

Certificate of Recognition, State of California Senate for Outstanding Volunteerism 2012 Cambridge Who's Who Registry of Executives, Professionals, and Entrepreneurs 2009-2010, Chairman of Lemon Avenue Elementary School Site Council 2008-2010, Harcourt President's Circle of Excellence Award 1995, Gordon's Books Supervisor of the Year 1990

## Interests

book publishing and books (e and physical), politics, science, philosophy, playing guitar, obscure rock music, reading (non-fiction mostly), NFL football (Steeler Nation), NBA (Lakers), College Football (CU and USC), complex business problems, digital media in all forms, electric guitars and effects pedals.

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## 24 people have recommended Tim

"Tim was a great choice for Abrams and lent real value and integrity to the assignment. His knowledge of the the industry and his insight into our organization and its potential impressed me and my colleagues. I am in the process of implementing his recommendations and, especially in the area of inventory management and optimization, Tim's analytic skills and articulation of the opportunity for savings and improvement are spot on. I'd hire him for another assignment without question and recommend his without hesitation."

— **Michael Jacobs**, was Tim's client

"Tim proved to be an ideal business partner during the course of a complex project. In particular, I was impressed with his ability to keep the project on track, respond to opportunities as they came up, and steer the team towards a highly satisfactory end result."

— **Ted Hill**, *President, THA Consulting*, was a consultant or contractor to Tim at The Consulting Garage

"Tim develops innovative strategies to enhance the profitability of the organization. He creates benchmarks to track progress and measure the success of each project. He is effective and it is pleasure working with him."

— **Beth Shamrock**, *Director of Inventory, Harcourt Trade Publishers*, reported to Tim at The Consulting Garage

"I've enjoyed working with Tim for the last 8 years. He is someone that I trust and respect. Rosetta provided digital publishing counsel to Harcourt, while Tim provided in-depth publishing logistics and workflow knowledge about the publishing industry. Tim has also been a trusted and valued member of Rosetta's Advisory Board. He is always responsive and insightful in answering management's questions about trends, resources and industry positioning. Tim is highly competent and thoughtful and has a strong ability to map out prudent infrastructure investments with appropriate timelines. I would recommend Tim for any project or role that he is interested in providing."

— **Ted Treanor**, *CEO, Chairman, Rosetta Solutions, Inc.*, was with another company when working with Tim at The Consulting Garage

"I worked with Tim when he was at Harcourt Trade. I headed a consulting team that reported to Tim, looking at marketing in a digital context. Tim is a fabulous executive. He thinks strategically, but he also is a real people person. He was managing in difficult circumstances; his company was for sale. But he led a great deal of change and growth in a culture that wasn't naturally inclined to it. I would enthusiastically recommend Tim to anybody thinking of engaging him and I would personally welcome the opportunity to work with him again at any time."

— **Mike Shatzkin**, *Founder & CEO, The Idea Logical Company, Inc.*, reported to Tim at The Consulting Garage

"I had the pleasure to work with Tim for a number of years at Gordon's Books. Tim worked for us as Director of Purchasing and, in that position, was able to play a major role on the overall growth and success of the operation. Tim was also a member of our executive management team and had direct responsibility for a large number of staff and complex budget. I very much enjoyed working with Tim on a number of projects and would gladly work with him again."

— **William Brown**, *President, Gordon's Books*, managed Tim at The Consulting Garage

"Tim is a quick study with a keen grasp of the whole supply chain. He can see how small changes in one area can have unintended consequences in other areas. He is fair, accessible and firm when he needed to be. A hard worker not afraid to travel or put in the time necessary to get the job done."

— **John Edwards**, *President, Edwards Brothers, Inc.*, was with another company when working with Tim at The Consulting Garage

"Tim brought structure and clarity to each and every meeting I attended with him. He has an ability to simplify the most complicated concepts. This makes him a great problem solver and exactly the coworker you would like on your team as you work to fix something, or better yet, create something to take your company to the next level."

— **Jen Loja**, *VP of Sales & Marketing, Children's Books, Harcourt*, worked indirectly for Tim at The Consulting Garage

"Tim brings leadership, creativity and the discipline of understanding that new ideas and new processes must have solid profit potential. I have worked with Tim on a number of opportunities over the last several years and he continues to be a trusted and valued partner."

— **John Conley**, *Vice President Publishing, Xerox Corporation*, was with another company when working with Tim at The Consulting Garage

"Tim Cooper has an uncanny ability to get to the heart of business problems. He is deceptively quick minded, yet very soft spoken. He often keeps quiet until everyone else has been heard, then usually silences the room by eloquently describing the problem and prescribing the solution. Anyone who knows Tim will tell you that

"when Tim Cooper speaks, people listen". Additionally, Tim is more unwavering in executing his decisions than almost anyone I have ever met. He does not let individual preference or corporate politics stand in the way of delivering what he believes (and usually is) the right solution."

— **Fran Toolan**, *President, Firebrand Technologies*, was a consultant or contractor to Tim at The Consulting Garage

"Tim has mastered the art of thinking systemically while simultaneously mining significant data from the detail. He has a big picture mind intrigued by detail - a rare find!"

— **Terry Rossell**, *VP of Human Resources, Harcourt Trade Publishers*, worked directly with Tim at The Consulting Garage

"Tim applied true vision to rationalizing a somewhat irrational business and making the company much more efficient and profitable. His systems and decisions helped build Harcourt into a very healthy company. He plans extremely well for the long-term and has the ability to get the short-term things done to get there."

— **Roland Lange**, *National Accounts Manger, Harcourt Trade Publishers*, worked with Tim at The Consulting Garage

"I have worked with Tim in a number of capacities. In each, Tim has demonstrated a strong knowledge of the Print & Publishing market, specifically in Trade and Education Segments. Tim has the essential business acumen to know how and where to apply Process and Technology to drive specific financial outcomes."

— **Craig Bauer**, *Director of Business Development & Planning, RR Donnelley*, was with another company when working with Tim at The Consulting Garage

"Tim's knowledge and understanding of the publishing industry is second to none. He is extremely thorough and detailed and he has the unique capability of understanding the problem, building a solution and implementing successfully. His creativity and persistence have been a key component to the success of any program he manages."

— **Boris Hughes**, *National Manager, Publishing Solutions, Xerox*, was with another company when working with Tim at The Consulting Garage

"Tim worked with us on a short project to review our business process as regards demand planning for book publishing. He was responsive, prompt, knowledgeable, and delivered a plan that contained immediately actionable items as well as potential next steps. I thoroughly endorse Tim Cooper."

— **John Hotchkiss**, was Tim's client

"Tim is a very knowledgeable and diligent consultant, not only skilled in analysis and making actionable recommendations, but also in implementing those recommendations. He is conscientious, thorough and not

trapped into a single way of looking at problems. He has the rare combination of smarts and practicality that is hard to find. I would hire Tim for a project (or permanently) and heartily endorse him."

— **Don Linn**, *President, Firebrand Associates*, managed Tim indirectly at Firebrand Associates

"Tim was a pleasure to work with, supplying clear direction and appreciation for results. I would recommend Tim as a client or consultant."

— **Seth Gershel**, *Publishing Consultant, Seth D. Gershel LLC*, was a consultant or contractor to Tim at Harcourt Trade Publishers

"Tim directed the day-to-day execution of two different months-long engagements involving our team. His counsel was always specific, actionable and nuanced, and by giving regular feedback on our work, he improved our thinking and strengthened the quality of our final recommendations. After the projects were completed, Tim helped Harcourt staff absorb the work, develop and implement plans to address our findings and manage the follow-up activities across multiple functions. His attention to all of the details made positive change possible for his firm and its staff."

— **Brian O'Leary**, *Principal, Magellan Media Consulting Partners*, was a consultant or contractor to Tim at Harcourt Trade Publishers

"Having worked with Tim Cooper for more than a dozen years on various strategic projects for Harcourt Trade Publishers, I can heartily acclaim his rare talent for seeing and shaping business goals—and for implementing smart, bold plans to meet or surpass those goals. Tim is not only a Big Picture thinker but also a hands-on professional who works well with others, and who inspires others to get the job done efficiently, successfully, and sometimes even happily! —Robin Cruise, Publisher/Juvenile Books becker&mayer!, Bellevue, Washington"

— **Robin Cruise**, *Deputy Publisher/Executive Managing Editor, Children's Books, Harcourt Trade Publishers*, worked with Tim at Harcourt Trade Publishers

"I consider Tim a thinker who analyzes situations creatively and thoroughly and always comes through with a sensible plan and effective results. I recommended Tim for critical corporate initiatives regarding supply chain and inventory challenges. He was so good that corporate then drafted him on to the team permanently! Besides that, he is cool under pressure and enjoys a good challenge."

— **Rubin Pfeffer**, *Corp VP, President of Trade, Harcourt Trade Publishers*, managed Tim at Harcourt

"Tim is a superb person to work with. Tim has an expert grasp of the publishing industry and the related manufacturing aspects. Tim has implemented some visionary practices that furthered the company while having a significant impact on the bottom line. Tim is personable, thoughtful, and well respected. I would welcome the opportunity to work with Tim in the future."

— **Rob Maretsky**, *Project Manager, Harcourt*, worked directly with Tim at Harcourt Education

"Tim Cooper is a brilliant corporate strategist and crystal-clear executive "big picture" thinker. A publishing professional with years' experience in all aspects of the process, Tim's expertise includes but is not limited to: new business development, budgets and P&Ls, contracts, staff administration, "synergist" inter-company branding, business reviews, and brand management. Whether you're looking for a president of a start-up, or a team player that's capable of growing your existing business, Tim will make you look good. Add Tim as an "addition to staff" and you'll add a ten-fold value to your company. Truly!"

— **Deborah Warren**, *Founder and President, East/West Agency*, worked indirectly for Tim at Harcourt Education

"Tim is a creative results oriented professional. He brought many new ideas to improve efficiency and drive synergies in a diverse operating environment. He is well versed in Supply Chain Operations and applies his knowledge well."

— **Mike Allsup**, *SVP OPS/CIO, Harcourt Education Group*, managed Tim indirectly at Harcourt Education

"Working for Tim at Baker and Taylor Books was a pleasurable experience! We successfully implemented the E3 Replenishment System which was the first E3 Implementation within the book industry and one of the largest implementations given the amount of SKUs and reorganization of 20+ buyers. I admired Tim's management skills, results orientation, work ethics and am certain that he will continue to be a valuable asset to any organization he is involved with in the future."

— **Denise Wieand**, *Project Manager/Merchandise Manager, Baker & Taylor*, reported to Tim at Baker & Taylor

[Contact Tim on LinkedIn](#)