

## **Bob Cranmer**

## **Co-founder**

Bob Cranmer has an extensive background serving in senior executive and leadership roles with companies ranging in size from early stage to multi-billion-dollar global enterprises. He co-founded NextLevel after nine years as an engagement partner with Tatum and the subsequent founding of the boutique firm Northwest Executive Services LLC. His earlier career spanned a period of nearly 35 years with Westinghouse Electric Corporation and Eaton Corporation, incorporating senior leadership positions in finance, business development, project management and international expansion programs. He has been in the forefront of major strategic initiatives in every growth sector of the world. Bob has served on three Boards and as an advisor and mentor to multiple companies in highly diverse industries. In addition, he is a member of the Board of the Seattle chapter of the Association for Corporate Growth (ACG).

### **Key Leadership Accomplishments**

- Completed the sale of a leading privately-owned healthcare services company to a private equity group at a selling price substantially in excess of initial expressions of interest
- Led the development and execution of an international growth initiative through acquisitions and joint ventures in Australia, Brazil, China, and Italy for a \$1 billion business unit of a major global corporation

### **Summary**

- CFO, CAO, Business Development Officer, Major Project Leader, Board Director
- Major business unit of large global public corporation; Private closely held; PEG portfolio company
- Extensive M&A leadership – positioning, due diligence, negotiations, closing, post-transaction integration
- International operations and finance – parent company, subsidiary, joint venture, alliances
- Global business strategy development
- Canada, UK, Europe, Asia, Australia, South America
- Manufacturing, Construction, Healthcare, Automotive
- Advisor to startups for capital structure, strategic planning, and process development
- Total Quality leadership

NextLevel is a Pacific Northwest-based regional professional services firm with national resources, providing executive and board services on an interim, project, and advisory basis.

We deliver a broad range of strategic, operational, and financial management services through vetted, expert team members who have an average of two decades of experience serving in leadership positions within the C-suite and boards of directors.

For more information, visit [nlbev.com](http://nlbev.com).