

**Mario Concha**  
**3344 Peachtree Road NE #3101**  
**Atlanta, Georgia 30326**  
**(404) 791-0353**  
**mconcha@conchaconsulting.com**

#### **SUMMARY**

Senior executive with Corporate Board experience and diverse background in Chemicals and Plastics. I have a strong hands-on background in managing operations, marketing and sales. I have led successful mergers, acquisitions, and divestitures and have extensive international experience. I am fluent in English, Spanish and French and have a working knowledge of Italian and Portuguese.

#### **BOARD EXPERIENCE**

- **Chairman of the Board, Applied Minerals, Inc.** - leading global producer of specialty clays; Director, 2013-present
- **Director, Auro Resources Corporation;** Vancouver - mineral exploration company with major holdings in Colombia's leading gold regions; 2008-2013
- **Director, The Plaza Group;** Houston - \$200 million chemical marketer; 2005-2011
- **Director, Arclin Ltd;** Toronto - \$800 million manufacturer of specialty resins; 2006-2010

**2005 – Present**

#### **MARIO CONCHA & ASSOCIATES, LLC** Atlanta, Georgia

Management Consulting

- Consulting assignments with various clients, including Georgia Pacific Corporation and Ontario Teachers' Pension Plan - Private Capital Group.
- Consultant to investment professionals through the Gerson Lehrman Group, a New York based global network of professionals providing expertise to businesses around the world.

**1998 - 2005**

#### **GEORGIA PACIFIC CORPORATION** Atlanta, Georgia **Corporate Vice President and President of Chemical Division**

Corporate Officer responsible for a division with annual revenues of \$1 billion and 1300 employees at seventeen plants in the United States and six international locations. The Chemical Division is a leading producer of resins for bonding plywood, OSB, MDF and particleboard, as well as a producer of specialty pine chemicals and performance paper chemicals. The division produces resins for Georgia Pacific's wood products plants as well as for external customers.

- Expanded the Chemical Division by acquisitions and joint ventures in Brazil, Chile, Argentina, China, India and South Africa. These acquisitions resulted in rapid growth and within five years 20% of division profits were derived from international operations.
- Installed a highly motivated and entrepreneurial management team to streamline organization and create a culture of challenge, integrity and openness. Implemented a safety program that took the company from the last quartile to the first quartile among companies in the chemical industry. Installed a Continuous Improvement process which raised quality, lowered costs and improved customer satisfaction.

**1992 - 1998**

**ARMCO, Inc./GS INDUSTRIES**  
Kansas City, Missouri and Charlotte, North Carolina  
**President – International Division**

GS Industries was formed when five other senior managers and I executed a leveraged buyout of Armco's Worldwide Grinding Systems Division. The International Division supplied specialty steels to the mining industry. It consisted of ten manufacturing operations in Canada, Latin America, Europe and the Far East with over 2000 employees and revenues of \$425 million

- Established a joint venture in Europe, implemented cost reductions, and divested non-strategic assets, which resulted in doubling revenues and cash flow rates of return in excess of 40%.
- Formed the winning consortium to acquire the Peruvian government-owned steel company, Siderperu, with GS Industries as the managing partner. This acquisition was highly profitable and key to the company's success in South America.

**1985 - 1992**

**OCCIDENTAL CHEMICAL CORPORATION**  
Dallas, Texas  
**Vice President – International**

Was recruited to turn around and expand the international business of Oxy-Chem. Operations consisted of an export department and manufacturing locations in Latin America, Europe and the Far East, employing approximately 4000.

- Divested non-strategic assets and restructured remaining businesses, resulting in reduced debt, increased profitability and doubled cash flow. This enabled the company to pay dividends to the U.S. parent for the first time in over ten years.
- Established multiple overseas joint ventures and expanded existing operations in Latin America, Europe and the Far East. Expanded international revenues from \$250 million to more than \$1 billion per year, including an increase in exports from \$40 million to \$350 million per year.

**1964 - 1985**

**UNION CARBIDE CORPORATION**  
New York, NY; Geneva, Switzerland and Danbury, CT  
**Business Director (1983 – 1985)**

- Turned around a \$100 million/year specialty polyethylene business by reorganizing, reducing costs, eliminating marginal products and introducing higher value-added products.

**Marketing Manager (1978 – 1983)**

- Developed and implemented successful commercialization strategies for linear low-density polyethylene (LLDPE) made by the Unipol process, to enhance the company's ability to license process technology. The Unipol process was licensed worldwide and is still one of the most widely used processes in the industry.

**District Sales Manager (1975 – 1978)**

- Recruited, trained and developed technical sales personnel whose performance was more than twice the national average. Sales increased by 25% per year to over \$70 million.

**International Marketing Manager (1973 – 1975)**

- Managed the export sales of urethane intermediates and provided direction to overseas affiliates in the development of proposals for local manufacture, leading to rapid expansion of worldwide business.

**European Product Manager (1969 – 1973)**

**Geneva, Switzerland**

- Developed and implemented strategies for local manufacture of polyols and silicone surfactants, leading to investments in new facilities and making urethane intermediates one of the most lucrative of the company's European businesses.

**Technical Representative (1964 – 1969)**

- Provided technical assistance to customers resulting in a 100% increase in sales of silicone products within the first two years.

**EDUCATION:**

**Cornell University, Bachelor of Chemical Engineering 1964**

Five-year chemical engineering degree with Master's equivalency

**Executive Education:**

University of Virginia, Darden College

Managing Critical Resources

University of Georgia, Terry College

NACD, ISS-accredited Directors' College

**PROFESSIONAL ACTIVITIES / MEMBERSHIPS**

National Association of Corporate Directors

American Chemical Society

American Institute of Chemical Engineers

CEO Netweavers

The Atlanta Opera Board of Directors

Professional Ski Instructors of America

"100 Most Influential Hispanics in the United States"

Hispanic Business, October 2003

"50 Most Important Hispanics in Technology and Business"

Hispanic Engineer, 2003, 2004 and 2005