

Andrew Samrick

Principal at Simplicity Partners

Grand Rapids, MI, US

High energy industry veteran educates, motivates, and informs audiences from the C-Suite to the production floor!

Biography

Over the past twenty years, Andrew Samrick has emerged as a leading practitioner of operational execution and organizational development. His strength in market positioning and strategic implementation have made him the resource of choice for leading firms in the manufacturing, service, and distribution industries.

After a successful tenure as President of \$200,000,000 steel processing and distribution firm Mill Steel Company, Samrick continued to provide leadership to the mid-market by launching Simplicity Tactics in June of 2008. Solid performance and a satisfied customer base have allowed the firm to grow throughout its first three years in business. An expanded focus on serving the private equity sector led him to rebrand the organization as Simplicity Partners earlier this year.

Samrick is also a committed member of Young Presidents Organization, serving on the International Networks Committee, as Chairman of the Global Automotive Network, Education Chair of the Global Deal Network, and as a local chapter officer as well. He has served on the Steel Service Center Institute's Governmental Affairs Council, and worked closely with the State of Michigan, the Michigan Business and Professional Association and Grand Valley State University. Time permitting, he provides advanced analysis and commentary on the economics, manufacturing and distribution, and organizational development through a nationwide calendar of speaking engagements.

Andrew has also brought his passion for making things work to the charitable sector, providing leadership and fundraising for the West Michigan Flight Academy, Metro Health Hospital, the Jewish Federation of Grand Rapids, D.A. Blodgett for Children, and Grand Valley State University.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Manufacturing, Professional Training and Coaching, Logistics and Supply Chain, Human Resources, Corporate Leadership, Business Services, Management Consulting, Talent Management, Automotive, Steel

Areas of Expertise

Sales Management, Marketing, Economics, Planning, Manufacturing, Finance, Acquisitions

Affiliations

YPO/WPO, TMA / Turnaround Management Association

Sample Talks

General Economic Forecast w/Industry Specific Research and Implications

Designed for senior executives, this presentation has been designed to take the *yawn* out of economic forecasting.

Through the use of up-to-the-minute statistical data and audience specific direct research, this economic briefing gives participants actionable data and specific recommendations which allow leaders to adapt to changing market conditions.

Time Required: 45 mins+

Specific Research: 5 days or more

Focused Strategic and Business Planning

"A good, well executed plan is far preferable to the perfect plan that you never start to implement." Samrick begins each business planning session with the same line. During the next 24 hours, senior leadership will complete a series of exercises designed to draw out hopes and concerns for the business, flesh out the competitive landscape, and highlight organizational impediments to success. The output: a tightly focused business plan with concrete deliverables and metrics.

Low Cost, High Impact Business to Business Marketing

While the advent of technology has increased the potential channels a firm can utilize to market its products or services, personal connections and networks still dominate the industrial, distribution, and manufacturing sectors. This session builds on this reality, offering specific means of interpersonal and corporate marketing efforts. Attendees will leave with a personalized marketing plan based on their individual network and areas of expertise.

Utilizing ISO to Drive Manufacturing Profitability

Although many companies have learned to better manage their organization using ISO and other quality management systems, few in the manufacturing environment have made the final leap: ISO as a foundation for work rules, waste elimination, incentive planning, and labor negotiations. Using real world examples and audience participation, this session teaches how the mechanics of the ISO system can rapidly increase profits by reducing scrap, lost time, absenteeism, and more!

Event Appearances

Doing Business in Israel

YPO Deal Network Deal Talk Series

The State of Dealmaking in Europe

YPO Deal Network Deal Dinner Series

Creating Global Transaction Opportunities

YPO-WPO Global Leadership Conference

2012: Cutting Through the Fog of War
Affiliated Distributors Annual Meeting

Growing your Business in a Hyper-Competitive Market
TEANA Annual Conference

Utilizing the Blue Ocean Strategy Framework in a Not-For-Profit Environment
YPO-WPO Global Leadership Conference

The Auto Industry - Big Change Ahead
BDO Client Update

Emerging Trends in the Automotive Sector
West Michigan Supplier Summit

Positioning in an Uncertain Environment
BDO Client Update

The Credit Crunch You Haven't Heard About...Yet!
Autoconomy Roundtable

The Economy: Don't Hide in a Cave Just Yet!
Autoconomy June 2010 Economics Briefing

Education

F. W. Olin Graduate School of Business
MBA Entrepreneurship

Ithaca College
Bachelor of Arts History

Accomplishments

2011 "40 Under Forty" Business Leaders by Grand Rapids Business Journal

The "40 Under Forty" recognized Andrew for his multiple entrepreneurial successes, progressive history of leadership in the business, as well as his high standing among his peers in the West Michigan community. The first individual professional award in his career also recognized Samrick's involvement in the not-for-profit sectors, as well as his recent launch of nationwide speaking engagements.

Best of the Best, Metro Detroit - "101 Best and Brightest Companies to Work For" by Michigan Business and Professional Association

Exemplifying the pinnacle of business success, employee engagement, and organizational execution, the Best of the Best category for the 2008 "101 Best and Brightest Companies" in Metro Detroit was given to the Mill Steel Company. A reflection of Samrick's leadership method during his tenure as President and Chief Operating Officer, the company was also awarded the same honor in the West Michigan region, making it the only company to have been named the Best Company to Work For in Michigan!

Best of the Best, West Michigan - "101 Best and Brightest Companies to Work For" by Michigan Business and Professional Association

For the third time in four years, the Best of the Best category for the 2008 "101 Best and Brightest Companies" in West Michigan was given to the Mill Steel Company. A reflection of Samrick's leadership method during his tenure as President and Chief Operating Officer, the company was also awarded the same honor in the Metro Detroit region, making it the only company to have been named the Best Company to Work For in Michigan!

CEO to CEO Exchange, Michigan's Next Great Companies

As part of Governor Granholm's ongoing outreach to the business community, the CEO to CEO exchange initiative allowed the state's finest business leaders to share best practice, learning, and encouragement to their peers statewide. Samrick's interview in the first CEO to CEO exchange paved the way for leaders from Google, Quicken Loans, Bronson Medical Group to share their own stories.

Best of the Best, West Michigan - "101 Best and Brightest Companies to Work For" by the Michigan Business and Professional Association

For the second time in three years, the Mill Steel Company was recognized as the top employer in Western Michigan. A testament to the hard work and commitment of all the firm's employees, the award provided external recognition of Andrew Samrick's ongoing recognition of the value, methodology, and challenges of world class people development.

Elite Winner, Metro Detroit - "101 Best and Brightest Companies to Work For" by the Michigan Business and Professional Association

Building on its success in the Detroit market space, Mill Steel was awarded one of ten "Elite Suite" awards for best in class employee recognition and retention.

Testimonials

Kate Marlys

“Mr. Samrick spoke at TEANA's 2011 Annual Conference that I plan every year. He spoke to 100 plus Business Owners about "Growing Your Business." The session was very successful and received high overall reviews. Andrew is a highly passionate and exciting speaker.”

Donal Michael

“It is a pleasure to endorse Andrew Samrick as a business and strategic planning consultant. Andrew led our Team through a series of effective exercises which developed strategic measures, outcomes, and implementation, producing 90-day, 1-year, and 5-year strategic plans. I was impressed with his ability to quickly grasp the nature of our business and the dynamics within our Team. Simply, it was our most productive strategic planning session to date, and we are now working to fulfill the plan.”

Annette Estrada

I experienced Andrew as facilitator of a brainstorming session and found him to be able to synthesize many diverse opinions. He was able to focus the group quickly on the core issues and the session was very productive and worthwhile. He listens well and treats others with respect, two important skills for the work he does. I am happy to recommend Andrew to others.”

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