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## Tina Tromiczak

President  
Berlin Industries, Inc.  
Carol Stream

Her key quality for success: *"Some women are great listeners and that enables them to gather facts and make informed decisions. But the more important quality ... is the ability to measure performance, of yourself, your company, your team. Because numbers, when fully analyzed, don't lie. I believe in setting goals and checking regularly to see if you are on goal or off."*

A veteran of the printing industry who worked for RR Donnelley for more than two decades, at one point responsible for three printing facilities and 26 related operations centers worldwide, Tina Tromiczak took her turnaround skills and business growth experience to Berlin Industries in 2005.

With operations in Carol Stream and Las Vegas, Berlin is a \$200 million business communications provider offering database management, printing, direct marketing, fulfillment and distribution services. She created and implemented a three-year strategy to improve revenues, while increasing operating income and cash flow. She also spearheaded a new sales compensation plan aligned with the business goals.

She credits teamwork for the new-found success of the company. No single person is able to turnaround a company but a team can do anything," she says. A

practitioner of the "management by walking around strategy," she took daily tours of the 400,000-square-foot facility in the suburb to meet the more than 600 employees and discuss their concerns and suggestions.

The Chicago area is an ideal spot for the business, Tromiczak points out, because the central location allows Berlin to quickly deliver direct mail coast to coast.

"We help our clients improve their speed to market and give them longer sales cycles or longer campaign prep time when they need it," she adds. She expects the upcoming general election year to improve business overall, as candidates require print materials of all kinds.

In addition to her busy schedule at Berlin, she mentors young women executives through Chicago Mentium 100. She is also on the board of the Christopher House, the largest Headstart provider in the Chicago area.

Besides providing executive guidance, she works directly with the children at playtime and through literacy education. She also assists non-for-profits on a pro bono basis through the Turnaround Management Association. She also saves time for her husband and family, and is an avid sports fan.