



John Hawkins

John is a marketing, strategy and sales professional that brings to his assignments an unusual breadth of business experience after a 30-year career in line management, consulting, real estate, turnaround management and creditor advisory services. He specializes in the wine, real estate, aerospace, and consumer packaged goods industries and is a creative and customer-oriented problem solver.

Background

- Aerospace
- Consumer Packaged Goods
- Real Estate
- Wine and Spirits

Professional Experience

Since joining BBK, John represented the Official Committee of Unsecured Creditors in the Legacy Estate bankruptcy, one the largest bankruptcies in the history of the wine industry. His wine industry and strategic experience was invaluable in framing the business analysis and identifying opportunities for creditors and lenders alike. The subsequent 363 sale of assets far exceeded ingoing expectations of all creditors. Prior to BBK, John was a Director of a national, boutique interim management firm that concentrated on advising middle market companies owned by financial sponsors.

John's real estate experience is both as an advisor, manager and developer. Recently, he acted as strategic advisor to a major Saudi Arabian real estate developer and created a long-term land acquisition and development strategy for commercial, retail and residential properties. His other accomplishments in real estate include strategic and communications planning, as well as regulatory and legislative liaison services for a major Northern California forest conversion and vineyard development project; managing a diversified loan portfolio of over 350,000 residential and commercial real estate loans with a value of over \$31 billion as Executive Vice President of Loan Administration for American Savings; and managing all aspects of a multi-unit real estate conversion and development project in Aspen, Colorado.

John began his work in management consulting at McKinsey & Co., where he participated in a variety of assignments including the redirection of marketing strategy for a major instrument manufacturer, improving the customer base of a large Northern California grocery wholesaler, restructuring the sales force of a national frozen foods processor and improving profits for a leading dairy processor. Recently, for Lockheed/Martin, a major aerospace manufacturer, he supplied strategic planning and new business development services, marketing assistance including market penetration insights, evaluation of process and approaches, hands-on tutoring to business development staff, creation of marketing strategies for the sale of F-16s to the Singapore government, and preliminary design strategies for Lockheed's intended replacement for the P2 Orion.

Education and Certifications

- Master of Business Administration, Stanford University
- Bachelor of Arts, Princeton University