



JAMES A. WILLMS

MANAGEMENT CONSULTANT

Jim Willms is retired senior executive with 45 years of management experience. His work has included general management, strategic planning, budgeting, marketing, product development, manufacturing, sales, contracting and importing and exporting.

Currently Jim is an independent Management Consultant with emphasis on innovation, entrepreneurship, and long term planning, including business transition. He is a Certified Black Belt in Innovation Engineering trained at the Eureka Ranch and a Galliard Institute Certified Family Business Advisor.

From 2013 to 2017 he was a Management Consultant with Manufacturing-Works, the Wyoming Manufacturing Extension Partnership Center at the University of Wyoming. While there he helped Wyoming businesses and other organizations with strategic planning, general management, sales, marketing and international business.

In 2013 Jim retired as the President and Chief Executive Officer of the Unicovery Corporation of Cheyenne, Wyoming, after 33 years of service to the Company. He was also President of Unicovery World Trade Corporation, a wholly owned subsidiary responsible for Unicovery's international business. Jim's experience at Unicovery included managing a large direct mail operation, house advertising agency, marketing department and manufacturing and distribution plant. He was responsible for budgeting and long term planning. Jim also negotiated contracts in more than 30 countries.

Before joining Unicovery, he worked through several levels of marketing and management for the Procter and Gamble Company of Cincinnati, Ohio, one of the world's largest consumer package goods firms. He also served for several years as a Vice President and Director of the Lamb Ranch Corporation, a family farming operation.

He is a past Chairman of the Board of the Wyoming Arts Council and served as President of the Cheyenne Symphony Orchestra Board of Directors, a Director of the Cheyenne Symphony Foundation, and a Director of the Rotary Club of Cheyenne. He is a graduate of Leadership Wyoming and of the Wyoming Business Leadership Institute. He is a member and past Chairman of the University of the Wyoming College of Business Advisory Board and has twice been recognized by the College with a Distinguished Service Award. Jim has a B.S in Mechanical Engineering from the University of Idaho and an MBA from Harvard.