

STRATEGIC MARKETING EXECUTIVE: Technology-Driven Organizations

Global Marketing Strategies • Brand & Product Management • Market-Focused Product Development

Catalyst for profitable growth: Strategic, analytical, customer- and solution-focused marketing executive with proven success delivering strong results in sales growth, profitability, and account penetration:

- **134%** revenue growth over 5 years
- **40%** to **70%** market share for every product in digital testing equipment portfolio
- **42%** gross-margin improvement in the most challenging technology market in recent history
- **#1** revenue-generating product for 135-year-old company

Expertise in all aspects of marketing and sales strategies, planning, and execution for technology-based organizations. Exceptional track record of building high-performance teams and developing strong relationships and alliances with customers and channel partners. Equal success in launching marketing initiatives for new product introductions and product-line revitalization. Exceptional presentation skills.

EXPERIENCE AND ACHIEVEMENTS

XAVIER TECHNOLOGIES (\$700M global test and measurement company) Cincinnati, OH, 2003–Present

BUSINESS MANAGER / NEW BUSINESS PRODUCT MANAGER

Delivered 42% profit increase during challenging market conditions, driving product strategies and sales efficiencies across entire division. Hired to develop and implement sales and marketing programs to capitalize on new business opportunities. Concurrently, challenged to lead initiatives to improve performance of existing multimillion-dollar product line and resolve sales efficiency barriers.

- Developed new business model for innovative technology to generate **\$20M** incremental business in 3 years—**\$100K** revenue and **\$1M+** sales funnel in first 3 months.
- Led a cross-functional rapid-action team in developing and implementing a web-based configuration/quote tool for the global sales team that reduced customer quote times from **3** days to **15** minutes.
- Spearheaded product-line optimization that delivered exceptional profit performance during severe industry downturn:

	2002	2003	2004	2005
Revenue	\$6.5M	\$5M	\$5M	\$5.5M
Gross Margin	28%	60%	70%	70%

GREAT RIVERS COMPANY (\$120M worldwide water analysis test equipment company) Cincinnati, OH, 1998–2003

PRODUCT MANAGER

Transformed business from R&D- to market-driven, reversing declining sales and generating 134% growth in 5 years. Managed product line P&L and led combined marketing/engineering team. Analyzed markets; conceived long-range and competitive strategies; prepared marketing plans, budgets, and sales forecasts; initiated product improvements to meet changing market needs. Established program metrics and consistently held post-program evaluations to identify and institutionalize best practices.

- Delivered steady and substantial revenue growth:

	1997	1998	1999	2000	2001 (proj.)
Revenue	\$7.9M	\$8.8M	\$11.2M	\$13.5M	\$18.5M
Growth	-6%	+11%	+22%	+20%	+37%

- Launched **12** successful new products in 4 years including 2 products introduced in the Americas through acquisition and successful integration of a European firm.
- Seized leading market share (**40%–70%**) for all products in my team’s portfolio.
- Increased profits **15%** through marketing strategies that clearly articulated customer value to command premium pricing.
- Reestablished Great Rivers as the world leader in analytical testing, working collaboratively with sales, key customers, and EPA to produce a “disruptive technology” that overwhelmed the competition.

GREAT RIVERS COMPANY, continued

- Guided engineers out to the customer, leading to the design of high-profit, value-added products.
- Created a high-performance team. Defined vision, empowered team members to act, and led by example.

WRIGHT SYSTEMS, INC.

Dayton, OH, 1991–1997

(Privately held company, a leader in design of control systems for power generation applications)

PROGRAM MANAGER, 1995–1997

Accelerated product development and tightened cost/scheduling controls by formalizing project management practices division-wide. Promoted to full program management for industrial controls; managed cross-functional project teams in system design, development, and deployment.

- Cut new product introduction cycle times **50%** by implementing a formal project management system.
- Efficiently managed scope, schedule, and budget of multiple projects, resolving technical and business issues with internal and external customers.

PRODUCT MARKETING MANAGER, 1993–1995

Championed new business/product opportunity that set a company record for revenue generation.

Provided leadership and direction to an international OEM sales team. Performed market research and developed strategic plans to increase sales, meet profit objectives, and penetrate new markets/accounts. Developed strong customer relationships that led to business opportunities.

- Initiated and closed 5-year contract to supply control systems for a large European power generation company; displaced competitor as vendor of choice. Assumed role of product champion and account manager, repeatedly removing internal barriers and renewing executive support for the project.
 - Generated **\$20M** incremental revenue in 3 years and **\$100M+** in 10 years
 - Product became the company's **#1** revenue generator for industrial power generation products.

ACCOUNT MANAGER / APPLICATION ENGINEER, 1991–1993

Grew revenue 58% in 2 years, managing national OEM accounts and actively pursuing new business.

- Increased sales **30%** first year, **21%** second year; consistently exceeded divisional goals.
- Tapped to develop sales training seminars for US and international sales force.

EDUCATION

MS Technology Management

BS Computer Engineering / Minor—Mathematics

Wright State University, Dayton, OH

University of Cincinnati, Cincinnati, OH

Extensive professional development in marketing, management, product management, negotiation, sales.

AFFILIATIONS

Member American Management Association (AMA)

Member American Society for Testing and Materials (ASTM)

Former Member Board of Directors, Electrical Generation Systems Association (EGSA)