

# Resume 558

**MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL** known for being self-directed, tenacious and taking a leadership role in a manner well received by others. Balance between strong analytical, creative and computer skills. Highly effective at developing relationships with peers, customers and vendors. Adept at understanding and working with technical concepts. Consistently completes high quality work on a timely basis.

## SKILLS

- Market Research & Strategy
- Strategic & Tactical Analysis
- Competitive Analysis
- Product Management
- Go-to-Market Strategy
- New Product Development
- Presentations & Content Delivery
- Messaging & Content Creation
- Training – Web based and In Person
- Project Management
- Branding & Positioning
- Marketing Communications
- Social Media / B2B Marketing
- Sales Enablement
- Problem Solving
- Multi-tasking

## EDUCATION

- Master of Business Administration (MBA), Canisius College, Buffalo, NY
- Bachelor of Science (BS) -Business Administration, Finance Major. University of South Carolina, Columbia, SC

## TECHNICAL SKILLS

- InDesign, Photoshop, Illustrator and other graphic programs
- Microsoft Office Suite: Excel, Word, Access, PowerPoint, OneNote, OneDrive and Publisher
- PC and Mac operating systems
- Working knowledge of Salesforce.com
- Proficient in primary and secondary research methods

## PROFESSIONAL EXPERIENCE

### Independent Marketing Consultant

**2019 - Present**

Develop multi-channel strategic marketing and global product commercialization plans as well as coordinate tactical execution for companies that need to expand their marketing capabilities where outsourcing is an optimal solution.

- Identified and analyzed global markets, competition, customer segmentation, applications, product positioning and pricing. Developed and executed go-to-market plan for innovative new products into an established industry. Proposed a comprehensive communication strategy. Trained distributor's sales reps via webinars and in person on target markets, applications and value proposition. Scripted a video to help explain product usage in various target markets.
- Created pricing tool that reduced quote time for 98% of requests from days to immediate.
- Identified potential partners and initiated communication regarding licensing technology. Contributed to conversations between principals when reviewing and refining agreements.
- Served as subject matter expert for a \$400MM label manufacturer providing direction, coordination and execution for all areas of label marketing including intranet design and content, internet content, email templates used in Salesforce, sell sheet content, training presentation content and video script development. Functioned as the go-to-person for corporate marketing and label business development managers for insight on the market, competitive analysis and trends effecting the industry.
- Assisted a high growth company with marketing communication needs. Updated corporate branding, carrying the message through redesigned collateral, booth graphics and email marketing campaigns. Using Constant Contact and HubSpot, designed newsletter templates for sales and marketing use. Composed multiple email campaigns with robust call-to-action to maximize audience engagement.

**Business Development Manager**

Manage marketing, sales and new product development activities for a privately held coater/laminator in Easton, PA. Most projects/products are proprietary and developed for individual clients.

- Analyzed customers and current market penetration based on end use providing end use insight.
- Developed strategy to increase brand/name recognition in current and new market segments resulting in new opportunities, the majority of which converted to orders.
- Based on market trends, limited competition and increased customer demand, launched two semi-stock products to the pressure sensitive label market resulting in new customers and further increasing brand awareness.
- Developed Access database tracking active projects, status and next steps. Led weekly calls to review status of each opportunity, assuring the team was on the same page and removing roadblocks.
- Established brand guidelines for graphics elements and messaging. Using Adobe Suite, designed collateral including customer specific material configurations and semi-stock products. Created targeted digital and print ads, increasing brand awareness and maintaining a strong lead generation funnel.
- Designed and maintained website using SquareSpace.

**Senior Business Development Manager**

Globally managed new business development for Thermal Growth Team. Partnered with OEM's, clients and prospects to identify and capitalize on emerging trends and technological advancements in VIP printing. Analyzed competitors, market trends and developed positioning and pricing strategies.

- Using a stage-gate process, created business cases for eight new products, supporting an additional three from a business development standpoint. Expected year one revenue increase of \$1.5MM growing to \$22MM by 2020. Gross profit targets between 27% and 72%.
- Conducted primary and secondary research on market, industry, regulatory and technology trends and incorporated them into a comprehensive growth strategy that extended Appvion's capabilities and financial performance.
- Products were prioritized based on market segmentation, VOC, value proposition and corporate strategy.
- Built solid relationships with digital label press manufacturers to guide the development of digitally compatible direct thermal products designed for multiple digital platforms resulting in preliminary approval at five press manufacturers.
- Trained marketing and product specialists on new products ensuring smooth product management transition to the business unit.
- Supported domestic and international sales reps at customer visits and meetings taking the lead on all new product and partnerships. Multiple opportunities resulted, including three projects with a major thermal printer OEM.
- Served as primary point of contact and liaison between the customer and technical resources during opportunity pipeline phase, ensuring all performance requirements were met for the application.
- Led in-person and web-based innovation sessions designed to educate clients on the advances in direct thermal chemistry and new product development.
- Altered the focus of the material testing and qualifications process from the large laminators to label and tag converters, printer OEM's and press manufacturers and gave the company down channel access to better voice of customer (VOC).
- Initiated NDA's with suppliers, printer/press OEM's, and label converters protecting corporate IP when materials under development were sent for product validation.
- Represented Appvion at global professional trade associations (TLMI and FINAT) and industry events keeping abreast of changing market dynamics and to position Appvion as an innovator in coating technology.

**Marketing Innovation and Strategic Selling**

- Identified acceptable alternate direct thermal materials and managed customer transition of discontinued material resulting in zero in field product performance complaints.
- Developed marketing strategy and lead generation process for the Nashua label platform.
- Supported sales representatives on sales calls as the Subject Matter Expert for label opportunities exceeding \$5MM.

**Marketing/Product Manager – Labels and Security Solutions**

Worked with sales and manufacturing to develop the strategic marketing plan for the Label Division. Prioritized activities based on revenue generation potential (manufacturability and sell cycle) and corporate strategic initiatives.

- Managed label and ribbon product lines throughout their lifecycle including owning the marketing mix.
- Contributed to the strategic planning process by providing market trends and analysis on RR Donnelley performance relative to the label industry and the competition. Similar data was submitted for the corporate earning calls.
- Conducted on-site or on-line training for the RRD sales force focused on brand protection, RFID, label products and applications providing the reps new topics to talk about during customer meetings.
- Participated in merger and acquisition discussions and analysis with corporate M&A team related to label opportunities. Provided input on target companies and market position relative to RRD.
- Oversaw the Security Solutions offering including brand protection/anti-counterfeiting labels and secure checks and documents allowing sales representatives to identify and develop a sales strategy for target accounts.
- Developed and implemented a method to track net sales by label application to better understand sales compared to the label market based on end use as opposed to the physical properties, focusing the sales organization on more profitable applications.
- Established The Label Club – an opt-in membership group for sales and customer service representatives. Emails and newsletters were sent to members highlighting new products, new markets and label selling tips.
- Analyzed the market segments which the sales force was successfully selling labels and compared results with total market size and potential sales resulting in a high-quality list of target markets. Market Development Kits for each selected market segment were created. Each kit contained a detailed data sheet on the segment, a customer presentation, case studies, samples (live samples in the kits, images on line) and a lead list of companies in the target segment.
- Maintained the accuracy and integrity of the label, security and forms sections on the intranet and internet sites.

**National Product Manager**

Marketed and drove linerless label sales through direct and alternate channels. Defined and implemented strategic initiatives for direct thermal linerless labels.

- Increased direct thermal linerless label sales from \$600k to \$1MM in one year. Directly responsible for \$410K in sales, increasing an additional \$650K next year.
- Developed business plans for specific marketing initiatives/overall strategic plan and product forecast for all thermal label product lines.
- Prioritized new product development projects based on sales potential, market price and size, including manufacturing capabilities.
- Created accurate cost models for direct thermal linerless labels including verifying manufacturing efficiency rates ensuring accuracy of the costs and ultimately profitability.
- Supported direct sales force and distributor sales force, including sales training; producing collateral materials and trade show participation.

**ADDITIONAL PROFESSIONAL EXPERIENCE**

**Taber Industries** – Product Marketing Manager, Test & Measurement Equipment

**Moore Pressure Sensitive Systems (now RRD)** – Marketing Manager

**Avery Dennison** - Marketing/Product Manager

**VIBRATECH, INC.** - Product Specialist – Torsional Vibration Damper, Motion Control Devices

**URS CONSULTANTS, INC.** - Graphic Designer

**SIHI PUMPS, INC.** - Marketing Coordinator

**REICHERT OPHTHALMIC INSTRUMENTS, INC.** - Associate Product Manager, Ophthalmic Instruments, Medical Device

**MANUFACTURERS & TRADERS TRUST COMPANY** - Business Development Analyst

**ACCOMPLISHMENTS**

- Six Sigma Yellow Belt Certified
- United States Marine Corps Scholarship recipient.
- Completed The Philip Crosby Total Quality Management Course and the DuPont STOP Safety Training Program.
- Three patents assigned.