

PROFESSIONAL PROFILE

Seventeen years of progressive practical experience and continuing education, creating, delivering, and promoting goods and services as a practitioner, consultant, and academic.

- Strategic thinker with hands-on experience leading multidisciplinary teams creating innovative products and programs that deliver customer and corporate value
- Tactician with experience conducting qualitative and quantitative research in order to identify, build and launch products with competitive advantage

EXPERIENCE

PHOENIX CONTACT
Harrisburg, PA
11/2005 – Present

Product Manger, Automation

Worldwide leader in the manufacturing of industrial automation, interconnection, and interface solutions. Product Line Manager for the creation of a new global family of programmable controls. The development this family involved the coordinated activities of four teams in diverse locations including South Asia. I am responsible for all aspects of the product line from requirements and production through to profit margin. Some highlights include:

- Conducted market research for the family of programmable controls in the USA and Germany
- Participating in week design progress meetings as arbitrator of trade-offs between product features, time to volume, and recurring cost
- Participation in international conferences and trade shows to research and promote this product line
- Travel to South Asia to work with the development team during at critical integration phase

Additional responsibilities include, (1) Product Manager networked IO products and the development of second-generation DeviceNet and Ethernet IP network adaptors for this line. (2) Develop and conduct internal training courses on new product development, and the stage-gate process for all product managers, project managers, and engineering management. (3) promoted the adoption of a high-end web-survey tools for the collection of data support product development, focus customer service initiatives, measure progress, etc.

FRANKLIN & MARSHALL
Lancaster, PA
8/02 – 7/2005

Professor of Marketing

Highly selective liberal arts college, with most students graduating with business majors placed with top U.S. consulting and accounting firms. Courses taught:

- Marketing
- Marketing Research
- New Product Development

INNOVATION FOCUS, INC
Lancaster, PA
6/01 – 8/02

Executive Vice President

Internationally recognized boutique-consulting firm with specific expertise helping clients to identify and develop new products, services, and business lines. Collaborated on IF and client teams from Fortune 500 companies to emerging organizations, covering numerous industries. Designed and facilitated a variety of custom research programs to discover business solutions:

- Qualitative and Quantitative research
- Conjoint analysis
- Product/Technology adoption forecasting
- Technology road mapping
- Product development process creation
- Product life cycle management
- Business strategy/plan development
- Product portfolio management

Corporate operational responsibilities included: (1) developing the IF strategic plan and operating plan, (2) developing and implementing a real-time sales forecasting system, (3) revising the pricing and costing model, (4) developing an IF Faculty agreement to create a network of independent consultants, (5) mentoring junior consultants.

*AUTOMATION
INTELLIGENCE*
Atlanta, GA

Consult: 9/98 – 6/01
Full-time: 4/96 – 9/98

Director of Marketing

Systems integrator and developer of leading-edge software for the control of complex high performance systems. Products include: software development tools for creating application programs, real-time control software for program execution, and PC hardware for installation in harsh environments.

- Responsible for short-term and long-range market plans including: market segmentation, targeting, and positioning through pricing, promotions, and distribution channels
- Developed technology roadmaps and five year product platform plan for all products and technologies to ensure a consistent vision of the future, internally for engineers and externally for customers and suppliers, transitioning the product from proprietary stand-alone designs to connected products incorporating industry standards and internet connectivity
- Restructured product-line pricing to take advantage of our unique strengths and the inherent weaknesses of the competition while increasing average gross margin
- Led multifunctional teams to develop and launch software and hardware products
- Negotiated private label contracts with international and domestic suppliers and customers
- Led, motivated and trained marketing and application engineering staffs
- Direct advertising development, collateral material, press releases, website development, and market research
- Directed the development and implementation of the e-commerce strategy at AI

*ROCKWELL
AUTOMATION*
Eden Prairie, MN
5/5/93 – 4/5/96

Product Marketing Manager

Market share leader in factory automation equipment. Product responsibilities included: integrated drive/position controller, development software, digital and analog brushless servo drives, brushless servomotors, brush servo drives, a family of six position controllers, and all the accessories that go with these products (≈\$50 million). Product-Life-Cycle management for the whole product, starting with the creation of the original business plans, leading the development teams, target costing, pricing, planning for production, forecasting sales and profits, developing marketing strategies appropriate for the product's stage of life, managing the customers experience and continuing through to end-of-life customer support, and replacement strategies.

- Led multinational design team (US/UK/Japan) to develop next generation product platform
- Led, motivated and trained other product managers and application engineering staffs
- Led effort to develop and implement ISO9001 product development procedure
- Managed products through UL, c-UL and CE regulation compliance
- Supported a direct sales force, manufacturer's reps and distributors on customer visits including several Fortune 10, many Fortune 500 and smaller businesses customers
- Provided sales support through, trade advertising, tradeshow and programs
- Oversaw critical product development, pricing/margin, advertising and successful launch of products into marketplace.

*MTS SYSTEMS
CORPORATION*
Eden Prairie, MN
9/25/89 – 5/4/93

Manager, Application and System Engineering

Managed the introduction of MTS technology to customers. Responsible for meeting customers' expectations for performance, delivery, and price, for custom application specific software and systems. I managed/supervised a staff of five application and systems engineers.

- Evaluated customer projects ensuring technical feasibility, profitability and strategic fit
- Developed design specifications, pricing, and delivery schedules for customer projects
- Directed the development of technical manuals and literature
- Coordinated the activities of application and systems engineers
- Led, motivated and trained employees and conducted performance reviews of application and system engineering staffs

*FMC
CORPORATION
Minneapolis, MN
7/1/85 – 9/22/89*

Electrical Engineer

Co-developed a computer control system for the MK 45 five-inch naval gun, controlling nine axes of rotation. Specified, designed, built, and tested a Single Board Computer and memory board for a multi-processor control system.

*NAVAL WEAPONS
SUPPORT CENTER
Crane, Indiana
1983 – 1985*

Electrical Engineer

Determined the faults in the automatic testing procedures for circuit boards. Designed and implemented software and/or hardware changes to perfect the testing. Demonstrated changes at vendor site.

EDUCATION

MS Management Major, Statistics Minor, 2004
Georgia Institute of Technology, Atlanta, Georgia

BSEE Electrical Engineering Major, 1985
University of Akron, Akron, Ohio

MBA Marketing and Management Major, 1990
University of St. Thomas, St. Paul, Minnesota

ADDITIONAL

Associations:

- PDMA – Product Development Management Association. Author of 6 reviews for the Journal of Product Innovation Management
- AMA – American Marketing Association
- AMS – Academy of Marketing Science
- IDSA – Industrial Design Society of America

Computer Skills

- Microsoft Office Expert
- SPSS – Statistical Analysis
- Survey Solutions – Online Surveys
- Lisrel – Structural Equation Modeling