

# Robert E. Brunett III

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## CAREER OBJECTIVE

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A proven leader utilizing a primary focus in marketing with experience in product/brand management, project management, procurement, business development and market strategy to achieve and exceed organizational goals.

## RELEVANT WORK EXPERIENCE

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### **SnapAV (Charlotte, NC)**

June 2018-Present

#### **Principal Product Management: Infrastructure Products**

- Developed and Launched 53 products in the last 12 months resulting in \$1.4M in incremental annual revenue
- Leading tariff mitigation through resourcing \$22M of annual bulk wire revenue with \$1.8M of annual tariff expense mitigated since July 2018
- Built new relationships with OEM HDMI cable manufacturer to drive active cable technology improvements, \$720K annual unit cost savings, and \$320K in annual tariff mitigation
- Actively listened to and acted upon customer feedback to expand product offerings of Category Wire, Racks, Mounts, Fiber Optic Cable, and Structured Wiring products.
- Collaborated cross-functionally to improve integrator shopping experiences on the SnapAV E-commerce platform

### **PRIME Wire & Cable Inc., YFC-BonEagle (Mooresville, NC)**

July 2016 – June 2018

#### **Senior Product Manager: Bulk Wire, Light Controls, Home Automation, Promotional**

- Crafted and executed product concepts and branding strategy for a new family of light controls that were picked up by Lowe's Home Improvement resulting in incremental sales of \$1.15mil in 2017
- Re-positioned two legacy products through enhanced packaging design and message clarification, leading to placement with Costco Canada and \$550k in sales for 2017
- Manages daily activities and oversees project progression of the PRIME product management group (3 direct reports)
- Led a cross functional team of Product Management, Packaging Engineering, and Art/Design through development and an on-time implementation of a complete packaging and art work redesign for the Light Controls product line (27 SKUs)
- Developed two new Chinese suppliers for Home Automation expertise and lower cost production capabilities

### **Hanes Companies, Leggett & Platt Inc. -Fortune 500 (Conover, NC)**

Sept. 2013 – July 2016

#### **Product Manager: Nonwoven Fabrics; Supplies**

- Developed and implemented import initiative from Chinese vendor to Los Angeles distribution hub resulting in \$75k in annual savings and decreased product turn-around time by 3 weeks
- Merged legacy product lines into one newly developed lower cost product, and transitioned market to new product for an annual cost savings of \$115k
- Positioned flame retardant bedding product for placement at major accounts totaling \$450k in incremental revenue for 2014

## WORK EXPERIENCE

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### **Diversified Electronics Inc. (Marietta, GA)**

July 2007 – February 2009

#### **Account Executive: Motorola Solutions**

- Assessed client accounts to ensure successful costing and on-time deliveries of equipment
- Coordinated with sub-contractors to organize service orders and act as liaison with clients
- Ensured total customer satisfaction from initial sales contact through total product installation
- Provided in-depth training and technical support for clients totaling over 100
- Led matrixed organization implementation of customized solutions for multi-million dollar enterprises

### **Appalachian State University (Boone, NC)**

August 2012 – August 2013

#### **Graduate Student/Assistant to the Dean:**

- Researched and developed a five year plan for AACSB reaccreditation to set goals for students and faculty to increase enrollment
- Created MBA program pre-graduation assessment methods: development and grading case studies for graduating MBAs

### **Navitat LLC (Asheville, NC)**

March 2011 – August 2012

#### **Facilitator:**

- Performed inventory management and ordering of all elements and equipment
- Planned and developed a safety-first, educational adventure challenge course
- Developed an in-depth and engaging interpretive program with defined time and cost parameters
- Trained 40 new employees in customer tour operations
- Managed client tours, scheduling and transportation

### **Kapohokine Adventures LLC (Hilo, HI)**

October 2010 – March 2011

#### **Operational Leader:**

- Managed the daily operations including scheduling, supervising and transportation
- Executed and managed on-time deliveries
- Allocated manpower and material resources based on schedules
- Supervised and trained 20 new tour guides to ensure client safety

### **Alaska Canopy Adventures LLC (Ketchikan, AK)**

May 2010 – October 2010

#### **Operations Lead:**

- Conducted successful risk management research to new risk management plan
- Assisted in the design and development of compliance requirements
- Liaised with cruise ship clients to ensure a successful program by organizing programs and soliciting feedback

## EDUCATION

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### **MBA International Business**

August 2013

#### **Appalachian State University/University of Angers**

Boone, North Carolina/Angers, France

### **BS Management**

July 2010

#### **Kennesaw State University**

Kennesaw, Georgia

## VOLUNTEER EXPERIENCE

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- Eliada Homes - Corporate Liaison/At-risk Youth Mentor

## **Robert E. Brunett III**

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- Cherokee Outdoor YMCA - Staff Assistant/Volunteer
- Habitat for Humanity – Weekend Volunteer