

STRATEGY, MARKETING, PROJECT LEAD, NEW BUSINESS DEVELOPMENT, M&A

Executive who leads complex project assignments helping **Fortune 200** companies and **start-ups** to grow through *organic growth* and *acquisition*. Excels in mission critical initiatives in challenging, mature and emerging global markets in North America, Europe, and Asia.

Big-picture thinker who combines the vision for transformational strategies with a proven ability to deliver results. Noted for creative business strategy, marketing, product positioning and brand-building to energize core business and penetrate new markets. Adept at developing and mentoring "A" level staff.

Innovative; Process-Oriented; Results-Driven. Operates with Strong Sense of Urgency.

CAREER OVERVIEW

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| <ul style="list-style-type: none"> * CONSULTANT, CORPORATE DEVELOPMENT
Provide Strategic Planning, M&A, Business Development, and Marketing services for technology-focused businesses. * PRESIDENT, CO-FOUNDER, Discovery Post
Award-winning producer of consumer, educational products; privately held. * PARTNER, CO-FOUNDER, Key Bridge Partners
Private equity company, acquiring electro-mechanical and service small and mid-cap companies; privately held. * VICE PRESIDENT, MARKETING, Danaher Corporation \$13B (Veeder-Root)
\$160M world leader of environmental monitoring equipment, sensors and industrial pumps and part of \$600M Gilbarco Veeder-Root business. * GLOBAL MARKETING EXECUTIVE, Emerson Electric \$20B (Emerson Network Power)
\$1.2B division, a world leader in UPS, AC and DC power conversion, switchgear and power distribution. Global Marketing Executive of \$100M business unit. * STRATEGIC PLANNING, Grimes Aerospace, Aftermarket Division
\$175M leader in lighting, avionics and fluid control systems. | <ul style="list-style-type: none"> Feb 2012 – Present Nov 2006 – Present Apr 2005 – Nov 2006 June 2003 – Mar 2005 July 1995 – June 2003 Jan 1992 – June 1995 |
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International MBA – University of Glasgow (Glasgow, Scotland); **BA (Honors)** – College of Wooster (Wooster, OH)

EXECUTIVE LEADERSHIP COMPETENCIES

<ul style="list-style-type: none"> * Global Marketing Strategy & Strategic Planning * Hoshin Planning & Organizational Deployment * Business Strategy & Business Planning * Project Management, Program Management * New Product Development (Black Belt), Launch * Product Portfolio & Product Management * Market Research & Voice of the Customer Analytics * Brand Management, PR, Marketing Communications 	<ul style="list-style-type: none"> * Mergers, Acquisitions and Integration * Financial Projections, Valuations, Budgeting * New Product, Market Opportunity Validation * New Market & Business Development * Licensing, IP Reviews, Technology Transfer, Product Transfer * Cross Functional Project, Program, Change Management * Sales Channel Management (reps, VARs, OEM, distributors)
VERTICAL MARKETS <ul style="list-style-type: none"> * Alternative Energy (BOS), Smart Grid * Computer Hardware, Peripherals * Data Center, Telecom, Networks * Facility Management Systems (Power Distribution) * Financial – Private Equity, Venture Capital * Manufacturing, Industrial Control & Automation * Petroleum Equipment * Aerospace & Defense 	PRODUCT TECHNOLOGIES <ul style="list-style-type: none"> * Power Conversion, Inverters, Switchgear & Distribution Equipment * Energy Storage Devices – Battery Systems, Controls, Storage * Electro-Mechanical Systems * Fluid Control – Valves, Industrial Pumps * Advanced Metering, Gauges, Flow Management & Sensors * Aerospace Lighting, Avionic Displays * Monitoring Software, Network Interface Cards, Wireless

ANDREW WERT

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CONSULTANT, CORPORATE DEVELOPMENT (Avon, CT)

Feb 2012 – Present

Provide Strategic Planning, M&A, Business Development, and Marketing services for technology-focused businesses.

DISCOVERY POST, *Privately held* (Avon, CT)

Nov 2006 – Present

PRESIDENT, CO-FOUNDER

Co-founder of award-winning consumer and educational products company. Responsible for P&L, corporate strategy, marketing, licensing, business development, IT, finance, intellectual property protection, operations and supply chain management. Identified, qualified and negotiated contracts with five Asian suppliers.

Growth Strategy & Leadership Accomplishments

- * **Established** pre-money valuation of \$3M and secured \$750K in financing.
- * **Launched** 35 new products, resulting in utility patents (pending) and national “*Best New Products*” awards.
- * **Repositioned** company to pursue educational curriculum market, with successful national field trials.

Negotiating sale of company.

KEY BRIDGE PARTNERS, *Privately held* (Avon, CT; Washington, DC)

Apr 2005 – Nov 2006

PARTNER, CO-FOUNDER

Co-founder of a private equity firm targeting electronics, equipment manufacturers and service companies with revenues between \$15-\$100M. Responsible for prospecting, business valuations, securing equity financing and due diligence. **Generated robust deal funnel, leading to the successful acquisition of niche component manufacturer.**

M&A Deal Sheet available on request. Left to commercialize wife's invention and launch Discovery Post.

DANAHER, Veeder-Root (Simsbury, CT)

June 2003 – Mar 2005

VICE PRESIDENT, MARKETING

Led strategic planning, product portfolio management, marketing, and sales channel management while participating in IP reviews for this \$160M leader in advanced metering equipment, sensors and pumps. Led staff of 10 managers (Global Product Managers, Sales Channel and Marketing Communications). Increased focus on regional marketing strategies (NA, EMEA, AP), VOC analytics, branding, customer value proposition, product life-cycle management and new product development.

Marketing Strategy & Product Management Successes

- * **Increased** sales 12%, market share 5%, OP from 39% to 43% through product launch, re-positioning, and upgrades.
- * **Championed** New Product Development Process improvements, introduced ideation phase and killed low-yield projects.
- * **Launched** 12 new products, increasing product vitality index from 9% to 21%.
- * **Integrated** “Voice-of-Customer” discipline into new product development, branding and value selling.

Left to join Emerson colleague to launch a private equity firm, Key Bridge Partners, LLC.

EMERSON, Emerson Network Power, Liebert (Columbus, OH)

July 1995 – June 2003

Fast paced assignments for \$1.2B world leader in UPS, AC and DC power conversion, switchgear and power distribution systems, including Strategic Planning, Marketing, Sales Channel Management, Global Product Development, M&A and Corporate Restructuring. *Left company when recruited by Danaher.*

EXECUTIVE PROGRAM MANAGER (Sept 2001- June 2003)

Promoted to lead restructuring of North American operations in response to the “Dot-Com” crash. As a Change Agent, I directed over 100 cross-functional team members in product and technology transfers, business integration and systems alignment, while dramatically improving first pass yields and through-put.

Operational and Profit Improvement Successes

- * **Created** \$5.1M OP savings, leading 30 product transfers (thousands of SKUs) of UPS, switchgear and AC and DC power distribution systems between 6 plants in North America.
- * **Improved** product quality, standardizing product documentation processes across North American operations.
- * **Integrated** Ericsson Energy System's NA production and order fulfillment process into Emerson Network Power

MANAGER, GLOBAL PRODUCT DEVELOPMENT PROGRAMS (April 1998 - August 2001)

Promoted to launch new products and capture market share. Due to a competitor's launch of a disruptive technology, I was asked to direct 12 cross-functional teams (75 individuals) in North America, Europe and Asia in development of a global product platform. The program required significant changes to how we approached product specification, design and qualification, supply chain management, manufacturing, product launches and sales channel distribution.

Product Development & Launch Successes

- * **Captured** \$31M in first 2 years sales, 35% share of product segment, beat target margins and won major industry awards.
- * **Reduced** lead-time from 4 weeks to 3 days with “assemble-to-customer-configuration” cells in NA, EMEA & AP.
- * **Steered** \$3.6M IT/Network/Telecom marketing campaign (branding, PR, direct), doubling company's brand awareness.

Also, participated in acquisition and integration of Huawei Power System, the largest M&A deal in China's history.

MANAGER, PRODUCT MANAGEMENT GROUP (June, 1996 – April, 1998)

Promoted to launch new products, capture market share and accelerate growth. Developed staff of 8 managers (5 Global Product, 2 Channel and 1 Quality) responsible for product line profitability, pricing, product development, quality, forecasting and sales channel development. Responsible for global strategy and operational reviews.

Product Marketing, Product Management & Channel Management Successes

- * **Delivered** sales growth of 15.5% CAGR to \$93M, while gaining share and improving OP 550 basis points.
- * **Overhauled** product portfolio, launching 36 UPS hardware and software products. Vitality index surged 43% to 94%.
- * **Expanded** sales footprint: enrolling 1,200 VARs; rolling out eCommerce; and adding distribution channels.
- * **Negotiated** \$12M annual contracts with OEM manufacturers in Taiwan and China, reducing product costs by 30%.
- * **Transformed** business unit from engineering-centric to customer-centric.

PROJECT MANAGER (July, 1995 – June, 1996)

Recruited to identify market driven opportunities. Led strategic planning, and marketing initiatives

GRIMES AEROSPACE, Aftermarket Division (Urbana, OH)

Jan 1992 – June 1995

STRATEGIC PLANNING ADMINISTRATOR

Led company's aftermarket strategic and marketing plans for this \$175M world leader in aerospace lighting, avionic displays and fluid control systems. Led forecasting, market research, and customer interviews to determine needs in the marketplace and identify market driven opportunities. Led strategic company initiatives which re-captured declining share of aftermarket business and expanded into tangential markets.

Left company when recruited by Emerson Network Power.

WESLEYAN INTERNATIONAL GROUP (McLean VA; Bethesda, MD)

Sept 1986 – Aug 1989; Dec 1990 – Dec 1991

CONSULTANT

Developed business and marketing plans for variety of manufacturing, retail and business-to-business service providers.

EDUCATION

International M.B.A., University of Glasgow, Glasgow, Scotland 1989 – 1990

Thesis: Technology Transfer

B.A. (Honors), College of Wooster, Wooster, OH 1982-1986

Phi Beta Kappa; Campus Council (Chair); Judicial Board, Varsity Swim Team

African Studies, University of Cape Town, SA 1984

Fieldwork; Thesis: 18C Zulu History (Honors)

Continuing Professional Development

Certificate, Electronics & Circuits (MITx, expected June 2012); New Product Development (Black Belt); New Product Introductions; Industrial Marketing; Hoshin Planning; Value Selling; Advanced Facilitation; Lean Manufacturing (5S, Kaizens, Value Stream Mapping); Association for Corporate Growth (ACG, past member).

REFERENCES

PROGRAM DETAILS <http://www.visualcv.com/guwj9k9>

REFERENCES <http://www.linkedin.com/in/andrewwert>

"The programs Andrew led became a benchmark for future product developments and launches. Phenomenal achievements were made despite strong culture to maintain the status quo." **Randy MacCleary**, President, EMEA, Emerson Network Power

"Andrew is one of the most results-oriented leaders that I have ever worked with. He is able to lead diverse teams and complex programs -- and always gets the job done." **Bob Maruszewski**, Partner, Key Bridge Partners

"Andrew has a strong process orientation. His creative thinking and analytic skills provided new insights and directions to the business." **Richard Browne**, Vice President, Global Marketing; Gilbarco (sister company at Danaher Corp)

"Andrew has a very strategic thought process, blended with an intense passion to achieve short and long term goals. Very ethical. Able to make tough decisions." **Mike Conroy**, former Global Product Manager; Veeder-Root (Danaher Corp)

"Andrew is a proactive leader that gets things done. ... I would recommend him to any organization that wants to be the best in the global market." **Tom Baldrick**, Vice President Quality, Emerson Network Power-Liebert