**John Schloff**

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**Summary of Professional Qualifications**

Innovative B2B/B2B2C strategy executive who has created hundreds of millions in new revenue growth by effectively managing existing product lines and creatively developing new ones. A unique blend of strategist, marketer, general manager and intrepreneur who can both see and deliver on opportunities, with the passion and energy to win.

**Expertise**

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| 1. Developing & Implementing Strategy | 1. General Management – P&L Management |
| 1. Crafting & Running Strategic Alliances | 1. Marketing Segmentation |
| 1. Building & Launching New Growth Vectors | 1. Ensuring a Global Perspective |
| 1. Ideating-Incubating-Commercializing | 1. Finding & Pulling the Profit Levers |
| 1. Creating & Managing Transformative Innovation | 1. Driving Strong Form Product Management |

**Experience**

**Pitney Bowes Inc.,** Stamford, CT **2005 - 2012**

*$5.4B worldwide leader in Customer Communications Management solutions.*

**Vice President, Global Strategy and New Business Development**

Led teams (30-70 employees) within a $3B division accountable for strategy and growth. Built division strategies and ideated/bootstrapped/ran the divisions’ new growth vectors, managing multiple P&Ls.

1. Produced five growth initiatives representing $250M in revenue opportunities in five years.
2. Ideated & incubated Volly, a SaaS based software solution poised to transform the traditional mail industry by replicating the role mail plays in a consumers life in a total digital platform.
3. Developed the strategy to transform the traditional meter base to SaaS based devices, creating powerful differentiation that is securing the base and enabling new digital advertising solutions.
4. Incubated and mainstreamed solution used by eBay to produce on-line postage for sellers.
5. Incubated and mainstreamed solution that simplifies x-border ecommerce by classifying goods, and quoting duties & shipping costs during on-line checkout, generating $100M growth opportunity.
6. Built the foundation with USPS to develop non-traditional hybrid and digital mail solutions.

**Vice President, Global Strategy, Marketing, Product Management**

Led teams (20 employees) responsible for strategy, marketing, & product management for $1B division.

* Led strategy development in Customer Communication Management (CCM) and Surround the Printer, creating the foundation for $500M in company wide growth initiatives.

1. Crafted a strategic alliance with HP resulting in an exclusive channel for HP’s $1M color digital presses.
2. Instituted a segment approach to the business that reshaped product management focus, R&D investments, and go to market materials, that drove market share to over 60%.
3. Managed customer advisory board, trade shows, customer events, public relations, sales training, lead generation, and development of sales support tools supporting revenue growth of 8%.

* Streamlined marketing event spend and re-allocated funds to sales tools and training, driving increased revenue per sales representative while trimming marketing budget by 15%.
* Established BU operating parameters and dashboards resulting in a highly focused and aligned management team that delivered 33% earnings growth.

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**Kodak Polychrome Graphics (KPG)/Imation Corporation - Color Division 1999 - 2005**

*KPG, a $1.5B supplier to the graphic arts industry, acquired Imation’s $200M Color Division in 2002.*

**KPG - Vice President World Wide Marketing, Digital Printing**

Global position with full P&L, balance sheet and cash flow responsibilities for digital businesses.

* Developed strategic and tactical plans to move KPG to a digital solutions provider, resulting in annualized revenue streams of $35M.
* Negotiated an exclusive alliance to build and manage a direct imaging press business that produced year one 40% placement share by integrating digital pre-press activities into a traditional press.
* Mainstreamed Xerox digital print channel business incubated at Imation into KPG’s general sales force, delivering $25M in new annualized revenue.
* Drove aggressive commercialization programs producing a 20% reduction in time to market.

**Imation - General Manager, Digital Businesses and Product Management**

Hired to develop new digital businesses out of Imation’s deep portfolio of color science and software.

* Built & ran incubation processes, launching software solutions that doubled digital contone revenues.
* Negotiated and managed strategic alliances with Xerox and Canon for their distribution of our digital software proofing solutions, delivering $10M in new revenues over a 24-month period.
* Incubated and mainstreamed software solutions that turned HP printers into digital proofing devices.
* Ideated and incubated Verify, a software solution to manage color over the Internet for ecommerce.
* Built a strategic alliance with Xerox to market and sell their digital presses, producing a new growth vector that became a core tenant of the divisions’ acquisition by KPG.
* Built and ran product management organization that delivered increased gross margin and ROI.

**Danka /Eastman Kodak - Office Imaging Division 1983 - 1998**

*Danka, $3.3B office products leader acquired the sales, marketing & service units of Kodak division in 1996.*

**Danka Mexicana - President and Director General**

Transitioned Kodak’s office imaging division in Mexico to a 270 employee, Mexican “Fortune 250” Danka company. Full P&L, balance sheet, and cash flow responsibility.

* 18 Month Business Results: Revenue from $18M to $25M, earnings from 8% to 18%.
* Improved service response 20% through re-engineering field service organization.
* Increased customer satisfaction 25% by re-vamping employee compensation.
* Drove 9% revenue growth through expansion in product portfolio.
* Increased customer acquisition 14% by expanding the direct sales force.
* Increased geographic coverage 15% by developing an indirect sales channel.
* Reduced billing errors by 30% through new administrative quality programs.

**Eastman Kodak – Sales, Marketing & General Management Roles**

Held a variety of positions in sales, marketing, product and general management.

**Education**

LEAD – Strategic Leadership Program, University of Michigan-Stephen M. Ross School of Business; 2006

Global Program for Management Development, University of Michigan; 1996

Masters of Business Administration (MBA), Pepperdine University, CA; 1991 (GPA: 3.9)

B.A. in Economics, University of Southern California, CA; 1981 (GPA: 3.7)