

ASSOCIATE DIRECTOR - PRODUCT MARKETING MANAGER, IRRIGATION

Summary

PROFIT-DRIVEN MARKETING EXECUTIVE

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Driving strong and sustainable financial gains through leveraging corporate potential, enhancing top-notch marketing solutions, innovative branding strategies, and dynamic corporate events.

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More than 14 years of solid B2B and B2C marketing experience, delivering profitable solutions to drive sales, attract and maintain customers, and build a solid corporate brand. Special talent for enhancing corporate marketability through electronic and print marketing tools as well as clear, effective corporate messaging. Stellar organizational and planning skills, as demonstrated in successful event planning experience. Rolled out two large-scale corporate re-branding campaigns. Gained extensive experience communicating with vendors and event support personnel, and effectively managed overseas marketing team. Earned solid reputation for being enthusiastic, efficient, and hands-on. Active AMA member.

Core Competencies

- New Business Development
- Brand Marketing
- Team Management
- E-Commerce
- Strategic Planning
- Channel Sales
- Product Launch
- Microsoft Office Product
- Management
- P&L Accountability
- Advertising
- Trade Shows
- Key Account
- Medical Industry
- Web Development
- Upstream/Downstream Marketing

Experience

Associate Director - Product Marketing Manager, Irrigation , 04/2016 to 07/2017 Ceridian Corporation ¼ Georgia , AL

- Managed a global marketing team of 10 professionals that provided over \$330 Million of the \$410M of revenue for the organization.
- Provided strategic recommendations to the Executive Management Team regarding future product development and organizational alignments.
- Successfully led the integration of software acquisition that provided more than \$3M to revenue, while adding over 40% profit margins in the first year.
- Worked with Agile team to create specifications for projects and customer requirements for new and existing software packages.
- Conducted monthly meeting with software team to make sure we met our goals and expectations for product releases.
- Led team to successfully align with the strategic goals of organization by updating business plans, product strategy, Phase Gate reviews and overall corporate goals.
- Collaborated with cross functional managers and sales to create appropriate products and forecast demand to meet exceed customers' expectations.
- Worked directly with Senior Management on pricing structure for List, Distributor and Net Pricing for Domestic and International markets.
- Continually researched new product and/or companies to acquire/partner with in growing the business.
- Approved and assisted in development of product information for social media and website along with other creative pieces, ie. ads, brochures, and sales collateral.

Senior Global Product Manager, Interbody and Biologics , 07/2012 to 01/2016 Firstleaf ¼ Austin , TX

- Managed \$50M Interbody portfolio line which includes cervical, thoracic and lumbar products.
- Led development teams on all new technology projects, including KOL collaboration.
- Successfully launched a new Ti-coated interbody line to achieve \$15-20M in 2017.
- Provided the Executive team business plans, product strategy, roadmap lifecycle and overall corporate goals for product portfolio.
- Collaborated with cross functional teams and sales to create the appropriate products and forecast demand to meet our customer needs.
- Responsible for leading and mentoring Associate Product Managers within business segment.
- Managed biologic portfolio for Synthetics, Structural Allografts and Instruments for Global markets.
- Provided VP and CEO insight to other companies for acquisition or partnership for future product growth.
- Member of the Alphatec Leadership Team, which provides strategic inputs and direction to Executive Team.
- Successfully launched multiple products for Global market along with training the sales team within those markets.
- Partnered with spine surgeons on new product development, improvements and current services. Provided insight to engineers for competitive products and clinical research needed for marketing claims.
- Led surgical training to assist surgeons with product specific procedures within the hospitals and cadaver labs.
- Increased product line by 20% growth year over year with varying promotions and product training.

Global Product Manager , 07/2012 to 12/2014 Firstleaf ¼ Dallas , TX

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Associate Product Manager , 04/2009 to 04/2012 Ceridian Corporation 1/4 Hartford , CT

- Led product line in 2011 that achieved \$72 million in sales within the Ortho, Spine, and Extremities markets.
- Established key consultant agreements and relationships for Spine and Ortho divisions.
- Launched Vitoss BA2X a new biologic product and provided strategic direction to sales force to achieve sales goals.
- Arranged and led VOC for new product development, improvements and current services.
- Provided insight to R&D for competitive products and clinical research needed for marketing claims.
- Crafted a new application for the iPad to assist sales in presenting product information to surgeons.
- Conducted and established training courses for sales in Trauma, Spine, Foot and Ankle, Orthopedics and Extremities.
- Created and updated sales collateral for biologic products within those different segments of the market.
- Communicated strategic direction to sales via district meetings, national sales meeting and monthly email updates.
- Project leader for product team on R&D projects, ideation and creation of new and existing products.
- Facilitated Think Tank/Advisory meetings with surgeons to discuss competitive products and industry.
- Attended spinal surgeries and other orthopedic procedures to assist surgeons with product specific procedures.

Product Manager , 11/2005 to 07/2008 Coltene Whaledent Inc 1/4 City , STATE

- Launched a TPN calculating software system (Healthcare Information System) with capital equipment (compounder) for hospital and outpatient pharmacies.
- Developed new software with customer requirements and market needs; worked with outside firm to create.
- Project Leader for sales, engineering, regulatory, strategic purchasing, manufacturing, and quality assurance departments in new product development and existing product line.
- Developed marketing and business plans outlining global and domestic markets goals for product line and product development.
- Created sales collateral, ads and direct mail components to promote new product launch.
- Established direct communication with hospital and outpatient pharmacies to understand customer needs within their facilities while providing overall patient safety.
- Communicated with strategic purchasing on a weekly basis on inventory levels and forecasted sales for multiple product lines.
- Planned and led Pharmacy Advisory Board Meeting to direct overall Pharma division on market direction.
- Monitored product performance and reliability with manufacturing processes while providing technical assistance to our customers and clinical support team.
- Project leader with engineering on development of new products, testing and quality performance.

Product Manager , 09/2003 to 11/2005 Dentsply Ceramco 1/4 City , STATE

- Increased three product lines sales to over 20% in first year via promotions and reduced costs by \$50,000.
- Led downstream and upstream marketing for \$30M product line.
- Coordinated product development activities with international counterparts and led in the development of promotional programs as well as the creation of products within the dental market.
- Created and implemented field-testing activities for new or improved products within my product line.
- Developed and updated technical, promotional, and sales literature.
- Managed advertisement placements in dental journals and magazines, as well as Co-op ads for dental dealers and laboratories.
- Forecasted sales for the following product lines: Pindex, Hygenic, Coltene and Whaledent products.
- Researched data in preparation for strategic marketing and sales plans for leading market competition.
- Coordinated projects while streamlining them through the marketing, sales, engineering, operations, finance, manufacturing, and quality assurance departments.
- Monitored product performance and reliability through management of the complaint process for assigned products.
- Trained sales force and customer service personnel with regard to new products by means of presentations and written materials.
- Insured sales force and customer service product knowledge is current by frequent communication, both written and oral.

Associate Product Manager , 03/2000 to 03/2003 Company Name 1/4 City , State

- Managed various product launches.
- Increased sales volume by over \$1 million, during the first year after launching alloy alternative products worldwide.
- Created and implemented field-testing activities pertaining to the existing product line for the marketing department to be used by sales reps.
- Developed and updated technical, promotional, and sales literature.
- Managed advertisement placement in dental journals and magazines, as well as Co-op ads for dentists and laboratories.
- Forecasted sales for the following product lines: Neytech Equipment, Vertex Articulators, Cristobal+ composite, and Neytech merchandise, while preparing strategic competitive analysis.
- Monitored potential and existing products on a daily basis, while analyzing data in preparation for strategic marketing and sales plans for leading market competition and promotional programs.

Education and Training

MBA : Marketing , May 2003 St. Joseph's University 1/4 City , State

Marketing and Sports Management , May 1997 Barton College 1/4 State

Skills

business plans, clinical research, competitive analysis, direct mail, global marketing, inventory levels, manufacturing processes, clinical support, mentoring, Orthopedics, patient safety, development of product, product development, purchasing, sales, sales plans, strategic marketing, Trauma Activities and Honors

Community Volunteer: Challenged Athletes Foundation, United Way, March of Dimes