

## SR. GLOBAL PRODUCT MARKETING MANAGER

### Professional Summary

Over 19 years of progressive experience in the Hi-Tech industry including: Product Management, Service Management, Product Support, Product Marketing, Account Management, Field Service, Manufacturing, and expertise on Large Capital equipment with full P&L Budgeting responsibility, for Fortune 500 companies. Developed strategic plans to expand market share for the Global Service product family by revamping MKS Global Service Product Service Offerings resulting in an increase in Service Revenue of 67% between 2009 - 2012. Effectively managed Product Support, Installation, & Retrofit teams for large capital equipment companies. Reduced Field Organization Cost of Service by 59% via efficient resource utilization, consolidating multiple field projects, and controlling material cost. Ability to interact with Executive Management, Sales, Marketing, Engineering, Service at the highest level of internal/external management. Define Product Requirements, develop marketing plans, created product launch strategies, marketing communications materials, including press and product releases, data sheets, and technical notes.

### Experience

01/2007 to Current

Bickford Senior Living 1/4 Moline , IL

- Provider of Instrumentation and controls used in Semiconductor, Solar, and Pharmaceutical industries with annual revenue over \$800M.

Sr. Global Product Marketing Manager Osram Licht Ag 1/4 Plano , TX

- Recruited to Develop, promote and manage MKS Global Service Product Offerings by providing matrix leadership to cross functional teams including Sales, Marketing, Product Groups and Field Service with an objective of significantly increasing sales revenues for MKS Global Service.
- In addition, oversee MKS Global Product Support field engineering organization for North America with full P&L responsibility.
- Key Contributions: Development and implemented new Product Service Offerings, and increased Global Service revenue by 67% between 2009 - 2012.
- Improved field organization gross margins from -30% to 57% between 2009 - 2013.
- Developed service products and program roadmaps, implementation plans, and product specifications.
- Develop strategic plans that expand market share for the service product family throughout North America & Asia.
- Identify, plan, and quantify new market opportunities for service product family.
- Developed sales tools, training programs, and deliver training to over 60 sales persons.
- Manage Service Agreements and Contracts that exceeds \$5M Annually.
- Extensive International travel to Asia providing guidance to local regions in identifying and securing key service revenue opportunities.

01/2006 to 01/2007

Director of Business Development Aleut Support Services Llc - Main 1/4 Portsmouth , OH

- A Robotics Representative of Nidec Sankyo of Japan, AES motomation provides clean room handling solutions for the semiconductor, flat panel display and solar industries in North America, Europe, and Canada.
- Managed strategic accounts in North America and Canada by driving robotics sales and services in Excess of \$5M annually.
- Provided oversight of field operations, technical support, and repair services for North America and Canada.
- Key Contributions Managed robotics sales and services in North America & Canada to support a growth target of 25% in sales.
- Increased revenue by 20% through development and implementation of plan improve operations while expanding services.
- Managed Application & Hardware engineers to improve field response time by 25%.
- Assisted major OEM's in developing robotic specifications for custom applications.

01/2003 to 01/2006

Director of Business Development Aleut Support Services Llc - Main 1/4 Hill Air Force Base , UT

- Provider of refurbishment services for semiconductor related capital equipment.
- Developed certified refurbishment business for semiconductor capital equipment with OEM's and Capital Equipment finance companies.
- Key Contributions Directed & Manage installation & support of semiconductor capital equipment.
- Negotiated service contracts.
- Manage installation budgets & P&L of \$3M.
- Directed & Managed a staff of 50 Installation and Support Engineers.

01/2000 to 01/2003

District Customer Support Manager Radancy 1/4 Fort Washington , MD

- Directed and managed 30 installation and retrofit engineers within KLA's Wafer Inspection (WIN Division) customer operations organization.
- Developed strategies to reduce the cost of service by 20%, and managed quarterly revenue per SAB101.
- Key Contributions Achieved quarterly revenue target of \$5M for Q1'02, Q2'02 and Q3'02.
- Reduced cost of service by improving installations engineers utilization by 25%.
- Exceeded goal by reducing cost of service by 20% through improvements in field service and support operations.

Product Marketing Manager

- Managed Intel Account for FaST Division F5X and Quantox products up to \$30 million.

- Coordinated with cross-functional teams to identify, prioritize and incorporate feature requirements into product release cycles.
- Key Contributions Successfully launched the Stress Product to enhance the F5X system to increase market share by 5%.
- Led cross-functional teams through Product Life Cycles to meet customer commitments, address product gaps, and implemented resolutions.
- Defined product roadmaps and strategies for thin film Arranged and managed customer Demos and Beta sites.
- Created Marketing Requirement Documentation and RFQ for regional sales.
- Extensive customer interface through technical and sales product presentations, product demonstrations, tradeshow, technical symposiums, and direct support of sales to increase sales by 20%.

01/1994 to 01/2000

Product Support Account Manager Asml i¼ Austin , TX

- Supported IBM account in excess of \$50M Globally.
- Directed and provided technical support resources to resolve escalated HTF (High Temperature Film) and RTP (Rapid Thermal Processing) tools.
- Key Contributions Obtained extensive involvement with customer interface, marketing, user meetings, zero defects startup goals, and configuration reviews.
- Planned installation budgets and warranty start.
- Reduced installation cycle time by 30% through streamlining installation process and procedures.

Customer Support Engineer Applied Materials, Inc i¼ City , STATE

01/1989 to 01/1995

Sr. Manufacturing Technologist IBM i¼ City , STATE

- Delivered final testing to Applied Material's semiconductor processing equipment.
- Performed customer source inspections, and provided training for less experienced technologists.
- Desert Storm Veteran Non-Commissioned Officer Sergeant E-5, Infantry 11M.

Army Air Assault

- Honorable Discharge.

Education

May 11, 2013

D.E.L. (Doctorate of Executive Leadership) University of Charleston i¼ City , State

MBA : Technology Management University of Phoenix i¼ City , State Technology Management

BS : Electronics Engineering Southern University i¼ City , State Electronics Engineering

Skills

Account Management, budgets, Budget, Change Management, Hardware, Contracts, Documentation, driving, FaST, Film, finance, functional, IBM, Inspection, Intel, Leadership, Team Building, marketing, market, meetings, WIN, presentations, Problem Solving, Product Management, Requirement, Robotics, robotic, Sales, strategic, strategic plans, Strategic Planning, technical support, training programs