

SR. PRODUCT LINE MANAGER

Summary

Sr. Product Manager / Product Manager

Solutions Provider / Leader / Communicator / Motivator / Positive / Logical / Articulate / Thinker Enthusiastic / Technical / Flexible / Innovative / Analytical / Self-Directed / Creative / Efficient

Results oriented Senior Product Manager and innovation champion with a distinguished career defining the competitive landscape, product positioning, product introductions and developing product roadmaps and specifications. Full product line management expertise with product development projects, including market requirement research, new product development and introductions, value proposition, product modifications, as well as product line extensions and obsolescence. Strong, seasoned leader with outstanding strategic product vision as it relates to developing new products and modifying existing products. A diverse background possessing a unique blend of expertise in engineering knowledge, global product line management, pricing strategy, product life cycle management, launching new products, and coordinating internal operations resulting in market growth.

Highlights

- Technical Development - Innovation * R&D * Marketing/Engineering Team Building * Technical Publications
- Marketing Management - P&L * Business Plans * Market Analysis * Brand Image * Product Marketing
- Operations Management - Continuous Improvement * Training/Leadership * QPI * Organizational Development
- Sales Management - Strategic Partner Development * Buying Group Management * International Experience

Accomplishments

- Successfully separated CID division from parent company into a legally independent LLC business entity
- Defined a go-to-market campaign for NSI's new LED lighting products resulting in a 35% increase in sales
- Pioneered Intermatic's innovative Timer & Wireless Control series resulting in \$30M+ in mature annual sales
- Designed industry first "Plastic Gas Heater" appliance for Pentair resulting in mature annual sales of \$100M+
- Possessing a blend of expertise in technical knowledge, growth strategy & strategic business planning.
- Earned a BSEE from University of Maine & ASCE from Northern Maine College.

Experience

Sr. Product Line Manager

July 2015 to Current Skyworks Solutions, Inc. - Irvine , CA

- Recruited as the Product Sales Manager to develop the overall marketing strategy and later promoted to Sr. Product Line Manager to direct the Engineering, Marketing and Product Management teams.
- Exceeded in Turning the Computer Input Devices (CID) Division into an organizationally and legally independent unit still fully owned by the parent company ZF Friedrichshafen. The new company is now positioned in the market under the name Cherry Americas LLC.
- Successfully hired new Engineering, Marketing and Product Management teams and mentored teams in developing new internal processes, marketing campaigns and developing innovative products with the goal of enhancing brand awareness, identifying new market opportunities and providing product solutions.

Sr. Product Manager

August 2014 to July 2015 Horizontal - North Chicago , IL

- Challenged to grow sales & profits, create short & long term product roadmaps, integrate new technologies, conduct market research and identify vertical market opportunities.
- Launched New Marketing & Sales Program "Why NSI" resulting in a 25% increase in sales over the 16 NSI product categories. Acting as both Sr. Product Manager & Application Sales Manager, introduced the Marketing Playbook defining Agent & Distributor guidelines & incentives. Orchestrated distributor training & defined contractor promotions to cultivate awareness and develop profitable sales in the Industrial Channel.
- Developed partnership with LED manufacture resulting in a successful introduction of 20 new private labeled LED Fixtures adding a 180% increase to current product model offering. "Int" Introduced innovative technologies into vintage Photo Control design resulting in 100% LED code compliant product offering.

Sr. Product Marketing Manager

April 2001 to March 2014 Microsoft Corporation - Palo Alto , CA

- Recruited to increase both domestic & international sales & margin, define new products, participate in line reviews, trade shows, buyer group meetings and key customer training seminars
- Developed New Branding Initiative for entire Intermatic offering recapturing 100% of the DIY retail and 30% of the Industrial Distributor Channel. As Sr. Product Marketing Manager, introduced intuitive packaging techniques and effective Internet & Advertising branding campaigns to remove an antiquated market image and revitalize market perception and awareness. Mechanical Energy, Pool/Spa & Photocontrol Divisions.
- Assisted in relocating U.S. based manufacturing to Mexico and expanded international presence by acquisition resulting in a 15% G.M. contribution increase and 30% increase in bottom line revenue.
- Developed branding initiative to recapture lost DIY and Online retail sales generating \$10+M of profitable revenue. • Introduced leading edge hardware and software solutions to revitalize and introduce innovative timer and controls platform helping to recapture C&I distribution and municipality market share.

Sr. Product Manager

October 1994 to April 2001 Horizontal - Edina , MN

- Appointed as Sr. Design Engineer to integrate Electrical Engineering design principles into complex product offering. Promoted to Sr. Product Manager to manage complex designs, increase awareness, develop training modules, and conduct market research to support new product development efforts.
- Introduced Innovative Solutions to a technically challenged Pentair pump and lighting category restoring a trendsetting image and recapturing 35% market acceptance in Industrial Channel. Progressed from Sr. Design Engineer to Sr. Product Manager, modified inefficient lighting techniques with LED concepts allowing an enhanced feature set and consumer energy savings. Integrated variable speed motor concepts into existing pump applications creating efficiency awareness and enhanced control principles.
- Directed staff of seasoned Mechanical Engineers in developing the first ever plastic Natural & LP gas combustion heater. Project was delivered on time & budget generating \$33M of profitable revenue within two years of introduction. • Promoted from Sr. Design Engineer to Sr. Product Manager and tasked to manage rapid growth expansion by creating long term plans, developing new products and dramatically cutting costs of the companies LED lighting, Automated Controls and Pump/Heater product offering.

Education

B.S : Electrical Engineering University Of Maine - City , State Electrical Engineering

A.S : Computer Electronics Northern Maine Community College - City , State Computer Electronics

A.S : Avionic System Technology Community College Of The Air Force - City , State Avionic System Technology

Skills

Markets / Competition / Margin / Training / Forecasting / Road Maps / Budgets / Trade Shows

Quality / Planning / P&L / Operations / Trends / New Products / Cost Reductions / Sales