

## PRODUCT MANAGER

### Professional Summary

Results-oriented, Product Manager with 25 years experience in the food industry.

### Core Qualifications

- Project Management
- Managing costs and pricing
- Managing a broad range of products

### Experience

#### Product Manager

February 2013 to Current Rockwell Automation, Inc. - Jacksonville , FL

- Manages the cleaning chemical product line for food and beverage Sanitation
- Responsible for new product development and direct marketing programs targeted at existing and new customer segments
- Designs high impact promotions, attractive incentive contests, and powerful selling tools to drive behavior towards profitable growth
- Conducted voice of customer research for new product and program launches
- Launched new websites and social media sites to promote products to specific markets and generate new leads for sales
- Manages the product portfolio, pricing and margins by monitoring costs and market conditions to increase profitability
- Prepares monthly reports and videos for management and sales on product line performance, market trends and competitive news
- Develops customer-specific presentations and webinars for Sales to promote products in line with market trends

#### Product Manager & Communications Manager

May 1996 to February 2013 Planet Pharma - Tucson , AZ

#### Associate Scientist

May 1992 to May 1996 Pacific Coast Building Products, Inc. - Phoenix , AZ

#### Quality Assurance Technician

February 1991 to May 1992 The Quaker Oats Company - City , STATE

### Education

Bachelor of Science : Food Science , 1990 Purdue University - City , State

Marketing , 2007 Cargill Marketing Academy - City , State ?

### Memberships

Institute of Food Technologists, International Association of Food Protection, Brewers Association

### Skills

product management/marketing, developing advertisements, brochures, and promotional material, managing budgets, direct marketing, managing extensive product lines, market trends, creating effective presentations for sales and management, pricing, product development, promotional material, market research, SAP, surveys, website development, trade show planning