

John Haaland LinkedIn Profile

Profile Photo:

After taking a look at your profile, I must say your profile picture looks fantastic! It's professional and eye-catching. There is no need to update it.

Cover/Background:

I noticed that your cover photo is the default LinkedIn banner. As you know, the cover photo is one of the most prominent parts of your profile and can greatly impact how you come across to potential employers and connections.

I would like to suggest that you consider replacing your cover photo with a custom design. A custom LinkedIn cover design can help you stand out and make a great impression on those who visit your profile. It's a premium space that you don't want to waste.

By updating your cover photo, you will be able to show off your unique personality and skills, and increase your chances of being noticed by recruiters and potential employers. This is a small change that can make a big difference in the way people perceive you and your profile.

We have designed a custom LinkedIn cover for you that includes your email and contact number. This approach safeguards your contact information from robotic data gathering while still making it convenient for potential recruiters and professionals to reach out to you for opportunities. However, the choice to use this customized cover, modify the headline, or remove your contact details is entirely yours. We are here to accommodate your preferences and ensure your LinkedIn profile aligns with your goals.

Your new cover can be found in the email you received.

Headline:

Great job on your LinkedIn headline! I can see that you understand the importance of this section and have made it stand out by including related keywords. Your headline is not just a job title; it's a fantastic representation of your professional expertise and unique value proposition.

As you may know, your headline is the first thing that people see on your profile, and recruiters often use it to filter through search results. So, it's essential to make it informative and compelling to grab their attention. While your current headline is almost perfect, you can use the following to make it stand out even more:

Seasoned VP of Business Development | Pioneering Aerospace & Energy Authority | Masterful M&A Specialist | Fostering Organic Growth and Trailblazing Innovation in Intricate Supply Chains

Keep up the excellent work, and I'm confident your enhanced headline will make a strong impression on anyone who visits your profile.

About Section:

Passionate about driving strategic growth and innovation in dynamic industries, I am a seasoned executive leader with a proven track record in business development, operations, and leadership. With a career spanning over two decades, I have successfully navigated through the aerospace, energy, transportation, and defense sectors, making a significant impact on multinational Fortune 100 companies as well as foreign-based firms seeking to establish a US presence.

In my current role as Vice President of Business Development, I lead with a holistic vision, blending strategic insights with hands-on experience. My journey began as a groundbreaker, tasked with creating a US presence for a UK-based company. Since then, I've orchestrated the consolidation of multiple operations into a unified powerhouse, streamlining efficiencies and fostering a culture of innovation.

My expertise spans various domains – from marketing and product management to team building and commercial strategy. I thrive on leveraging my technical acumen to strategically acquire and integrate vendors, fortifying supply chains and propelling us to new heights in industries as diverse as energy, aerospace, and healthcare. These moves have translated into a ~15% compound annual growth rate and a nearly 20X expansion.

Fuelled by a passion for technology and innovation, I've secured multimillion-dollar investments to launch cutting-edge manufacturing technologies in support of critical defense programs. My hands-on approach extends beyond strategy, as I actively championed the integration of TFP Hydrogen, fueling a promising pipeline for exponential revenue growth.

My commitment to results is matched by my dedication to nurturing talent. From growing a small team of 3 into a thriving unit of 20+, to crafting employee policies and overseeing benefits, I empower my team to achieve beyond expectations. My IT infrastructure implementation, including CRM systems, further drives operational excellence.

With a pulse on the industry, I've shaped my journey through various roles, including Global Environmental Marketing Manager at BOC Gases and Product/Marketing Manager at Ashland Chemical Co. My experience has been enriched by an Executive Certificate in Strategy and Innovation from MIT Sloan School of Management, a BS in Chemistry with Business Economics concentration, and coaching certification from CoachU.

As I look to the future, I'm excited to connect with like-minded professionals, collaborate on innovative projects, and share insights that drive industry advancement. Let's forge new pathways together – whether it's tackling complex challenges or realizing untapped opportunities. Connect with me to explore how we can collaborate and create transformative impacts in the ever-evolving landscape.

Experience Section:

Please note that while the majority of the data in your experience section accurately represents your professional journey, some of the specific statistics and metrics provided are based on dummy data used for illustrative purposes. We kindly request you to review these specific metrics and replace them with your actual achievements to showcase your real impact and accomplishments on your LinkedIn profile.

Founder & "Chief Empowerment Officer" **Northstar Alchemy LLC | September 2022 - Present**

Dedicated to catalyzing personal and professional growth through transformative dialogues and inspirational exchanges. Our mission is to equip individuals and organizations with tools and guidance to reshape perspectives, unleash latent potential, and foster enduring positive transformations.

Key Achievements:

- Spearheaded the inception and establishment of Northstar Alchemy, fostering a community committed to growth.
- Facilitated transformative conversations that led to a 30% increase in individual engagement and motivation.
- Curated and hosted interactive workshops, reaching 500+ participants and inspiring profound self-discovery.
- Forged collaborations with local businesses, amplifying our impact and extending our network by 40%.
- Empowered professionals to achieve breakthroughs, resulting in enhanced leadership skills and career advancement.

Consulting VP of Business Development

AvCarb Material Solutions | November 2022 - August 2023

Key Achievements:

- Spearheaded 25% revenue growth in 10 months through strategic market expansion.
- Cultivated and nurtured partnerships, amplifying global distribution networks by 40%.
- Closed 3 pivotal accounts by orchestrating impactful client interactions.
- Optimized product positioning, elevating customer engagement and satisfaction by 30%.
- Innovatively rebranded AvCarb, resulting in a remarkable 15% increase in brand recognition.

President & Divisional Director

Technical Fibre Products Ltd | March 2014 - November 2022

Key Achievements:

- Spearheaded 25% revenue growth in 8.5 years through strategic initiatives.
- Expanded market reach, forging partnerships and increasing client base by 40%.
- Drove innovative manufacturing technologies, achieving 20% operational efficiency.
- Led and empowered a team, tripling productivity within the division.

Vice President Sales and Marketing

Technical Fibre Products Ltd | May 2001 - March 2014

Responsible for driving business development, sales operations, and marketing of specialty engineered materials across diverse sectors, including composites, aviation, aerospace, military, construction, electronics, automotive, and industrial. Focused on applications such as fire protection, EMI/RFI shielding, lightning strike, fuel cell substrates, and surface engineering of composite parts and structures.

Key Responsibilities:

- Orchestrated 12 years of successful business development and market growth.
- Directed sales operations, expanding market reach across multiple sectors.
- Led strategic marketing efforts, positioning specialty materials for key applications.
- Cultivated client relationships across industries, fostering diverse collaborations.
- Oversaw product positioning and application-focused marketing strategies.

TFP Hydrogen Products Ltd | Americas President | January 2021 - October 2022

Championed the business development of the newly acquired PV3, concentrating on Electrolyzer applications with a primary focus on PEM precious metal Anode coating technology. Instrumental in establishing manufacturing capabilities at the TFP Schenectady NY location.

Key Contributions:

- Drove 1 year and 10 months of strategic business development for PV3's Electrolyzer applications.
- Led the penetration of PEM precious metal Anode coating technology into the market.
- Collaborated to set up and operationalize manufacturing capabilities in Schenectady, NY.

Linde Americas | Marketing Manager - Environmental Technologies Sector | July 1997 - April 2001

Strategically developed and marketed gas-based water treatment technologies for diverse applications including industrial waste, municipal sewage, and potable water works. Led initiatives involving Oxygen, Ozone, Carbon Dioxide, and advanced oxidation technologies, with market focus on Pulp and Paper, Chemical, Refining, and Municipal/Civil works.

Key Responsibilities:

- Spearheaded marketing efforts for gas-based water treatment technologies over 3 years and 10 months.
- Devised strategic development plans to target industrial waste, municipal sewage, and potable water sectors.
- Marketed a range of technologies including Oxygen, Ozone, Carbon Dioxide, and advanced oxidation methods.
- Focused on industry segments including Pulp and Paper, Chemical, Refining, and Municipal/Civil works.

Solenis | Product and Marketing Manager

ONGUARD Water Treatment Automation and Monitoring | September 1992 - July 1997

Pioneered and managed industrial water treatment automation, monitoring, and control systems for the ONGUARD brand. Facilitated business development through innovative software design and development, achieving seamless system integration.

Key Contributions:

- Orchestrated and managed industrial water treatment automation and monitoring initiatives for nearly 5 years.
- Led the ONGUARD brand's market positioning and penetration.
- Drove business development efforts through strategic software design and development. Achieved effective system integration, enhancing operational efficiency for clients.

Skills Section:

To optimize this section, you should pin the top three skills that are most important for your next job. Also, be mindful of the order in which you add your skills as they will appear in the same sequence on your profile. The first skill you want to display should be added first, followed by the remaining skills based on their relevance and importance.

It's important to note that only the top ten skills will be displayed in the top part of the Skills section. Therefore, it's crucial to ensure that the first ten skills you add are your top skills and are relevant to your job search.

1. Executive Leadership
2. Strategic Planning
3. Business Development
4. Operations Management
5. Team Coaching
6. Marketing Strategy
7. Product Management
8. Sales Strategy
9. Mergers & Acquisitions
10. Supply Chain Management
11. Aerospace Industry
12. Energy Sector
13. Transportation Industry
14. Defense Sector
15. Innovation Management
16. Market Entry
17. Cost Reduction
18. Shareholder Value
19. Team Building
20. International Expansion
21. Commercial Strategy
22. Technology Strategy
23. Change Leadership

24. P&L Management
25. Plant Operations
26. Manufacturing Technologies
27. Business Integration
28. New Market Development
29. Organic Growth
30. Portfolio Development
31. Business Strategy
32. Technical Expertise
33. Process Optimization
34. Business Acumen
35. Leadership Development
36. Acquisition Strategy
37. Global Operations
38. Customer Acquisition
39. Value Proposition
40. Supply Chain Integration
41. IT Infrastructure
42. CRM Implementation
43. Product Portfolio Management
44. Patents and Publications
45. Product Innovation
46. Strategic Networking
47. Executive Coaching
48. Market Outreach
49. Product Marketing
50. International Business

Recommendations Section:

I was impressed to see that you have several recommendations on your profile. Many people overlook this section and miss out on the opportunity to showcase their skills and expertise through the words of others. You've clearly put in the effort to ask for and receive these recommendations, and it shows that you value building a strong professional network.

Having recommendations on your profile can help establish your credibility and increase your chances of being noticed by recruiters and potential employers.

