

## Contact

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(LinkedIn)

## Top Skills

Product Development  
Strategy  
Composites

## Honors-Awards

Distinguished Alumni

## Publications

- o Management of Advanced Cooling Water Treatment Programs: Experiences with New Computerized Monitoring and Control Methods
- o Manufacture And Evaluation Of Hybrid Carbon Nanofiber Containing Nonwoven Papers
- o Intumescent Mats in Composites: Process, Testing and Performance Criteria

## Patents

Performance Based Control System

# John Haaland

Business Development | M&A | Sustainability | Partnerships |  
Pipeline Development | Coaching | Strategy | Innovation  
United States

## Summary

- Mission/Vision Development
- Personal Development and Coaching
- Business Development
- Strategic Business Alliances
- M&A Strategy Implementation
- Acquisition Consolidation
- Supply Chain Development
- Government Relations DOE/DOD
- Team Building
- Sales Processes & Training
- CRM
- Pipeline Management and Development

### Markets served:

- Specialty Materials/Chemical/Components
- Aerospace
- Defense
- Hydrogen and Green Economy
- Fuel Cells
- Electrolyzers
- Energy Storage
- Renewable Energy

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## Experience

Northstar Alchemy LLC  
Founder & "Chief Empowerment Officer"  
September 2022 - Present (1 year)  
Greater Boston

At Northstar Alchemy, we are dedicated to facilitating personal and professional growth through transformative conversations and the exchange of inspirational ideas. Our mission is to provide individuals and organizations with the tools and guidance needed to shift their perspectives, ignite their potential, and create lasting positive change.

#### AvCarb Material Solutions

Consulting Vice President of Business Development

November 2022 - August 2023 (10 months)

United States

#### Technical Fibre Products Ltd

21 years 7 months

President and Divisional Director "Chief Empowerment Officer" for TFP Inc., The Americas

March 2014 - November 2022 (8 years 9 months)

Schenectady, NY

#### Vice President Sales and Marketing

May 2001 - March 2014 (12 years 11 months)

Schenectady, NY

General Management responsible for leading "Americas" business development, sales operations and marketing of specialty engineered materials to the composites, aviation, aerospace, military, construction, electronics, automotive and industrial market sectors.

Fire protection, EMI/RFI shielding, lightning strike, fuel cell substrates, and surface engineering of composite parts and structures are main applications.

#### TFP Hydrogen Products Ltd

Americas President

January 2021 - October 2022 (1 year 10 months)

United States

Led Americas business development of newly acquired business formally known as PV3 focusing on Electrolyzer applications. Main focus was PEM precious metal Anode coating technology. Also supported stand up of manufacturing capability being established at TFP Schenectady NY location.

#### Linde Americas

Marketing Manager - Environmental Technologies Sector

July 1997 - April 2001 (3 years 10 months)

(Formally BOC Americas) Strategic Development and Marketing of Gas Based Water Treatment Technologies applicable to industrial wastes, municipal sewage, and potable water works. (Oxygen, Ozone, Carbon Dioxide and advanced oxidation technologies)

Market Focus - Pulp and Paper, Chemical, Refining, and Municipal/Civil works.

#### Solenis

Product and Marketing Manager - ONGUARD Water Treatment Automation and Monitoring

September 1992 - July 1997 (4 years 11 months)

(Formally Drew Industrial Division of Ashland Chemical)

Industrial Water Treatment

Automation, Monitoring and Control Systems

Business Development

Software Design/Development

System Integration

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## Education

MIT Sloan School of Management

Exec Ed - Graduate Certificate, Business Strategy, Innovation & Productivity · (2005 - 2014)

Coach U

Independent Certification, Personal Awareness and Self-Improvement · (January 1999 - January 2002)

SUNY Oneonta

Bachelor of Science - BS, Chemistry with a Business/Economics and Educational Psychology concentrations