Robert Senesac

25 Baldwin Circle, Glenmoore, PA 19343 | M: 484-500-5633 | bobsenesac@gmail.com

**Summary**

A visionary, passionate marketing executive with a track record of success in product development and launch, product marketing, lead generation, digital marketing and marketing strategy development in the medical device and consumer product industries. A collaborative, strategic thinker who can help shape businesses and maximize financial results. An excellent communicator and presenter, with strong analytical and creative skills. A leader who rallies teams with his vision, leads by example, and understands the importance of marketing and sales enablement.

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**Skills**

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| Product Marketing  PR/Communications  Brand Marketing  Product Road maps  Digital/Email Marketing  Product Development  SEO/SEM  Lead Generation | Marketing Strategy  Budget Management  Market Planning  Competitive Analysis  B2B and B2C Marketing  Lead Generation  Market Research  Commercialization | Product Management  Team Development/Coaching  Voice of Customer Research  Business Strategy  Change Management  Social Media Marketing  Customer Retention  Pricing Management |
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**Experience**

Sr. Director of Marketing Dec 2015 to Present

DentalEZ Integrated Solutions – **Malvern, PA**

Family owned manufacturer and marketer of dental equipment, dental hand pieces, vacuums, compressors and dental teaching aids. $75.0M in revenue. Global company. Sells through distribution and direct to consumer.

* Established new product development and product launch processes, delivering $3.0 - $5.0M annually in incremental revenue from 2016 - 2018.
* Authored new product roadmaps for all five DentalEZ brands to generate additional targeted revenues of $10.0 - $15.0 annually from 2018 - 2022.
* Developed and launched new CRM and digital marketing campaigns, social media campaigns and email campaigns to generate leads.
* Member of Senior Management team responsible for revenue increases for first time in 12 years at the company in 2016 and 2017.
* Hired and developed marketing team of 8 including brand managers, marketing managers and marketing project managers.
* Implemented sales and marketing strategies to drive revenue growth from 2016 - 2018 across all major distribution partners.
* Directed branding campaigns, advertising, co-op, trade, digital campaigns and trade shows.
* Initialized product lifecycle management for all product categories, reducing sku counts by 11% since 2016.
* Develop and maintain marketing plan targeting substantial market share increases over 5 year period.
* Managed target definition and key insights, portfolio-level and product-level messaging and substantiating proof points, pricing strategy, competitive strengths, weaknesses and strategy, unit volume and revenue forecasts.
* Lead training for salesforce for all products and brands.
* Developed total P&L forecast (revenue, fixed and variable budget), metrics and robust learning plan to measure and ensure both short and long-term success.
* Identified new growth opportunities including warranty and service opportunities, adjacent plays, possible acquisitions
* Collaborated closely with sales leadership to determine when to adjust marketing strategy.
* Established a KOL program in association with sales leadership around oral cancer detection.
* Supported Salesforce in all sales activities, partner meetings, RFP response, and program conversion planning
* Developed and reviewed corporate short and long-range plans, goals, and objectives for specific product or lines.
* Conducted competitive product analysis and market research of consumer behavior and audience.
* Developed production and marketing strategies and tactics to ensure effective product placement relative to market opportunity.
* Worked closely with product development for a specific product, brand, or product area over its entire life cycle.

Director of Marketing June 2007 to Sept 2015

Personna Medical/Industrial － **Verona, VA**

Manufacturer and marketer of medical and surgical products, specialty/industrial products and DIY/Professional blades and bladed products. PE backed 2007 - 2011, Energizer Holdings backed 2011 - 2014, sold back to PE firm 2015. $52.0M in revenue. North America and Europe focused company. Product sold through distribution, at retail and direct to consumer.

* Drove “customer first” outside-in thinking to all internal groups in the organization, including customer support, engineering, marketing and R&D via training programs and customer interaction initiatives.
* Gathered voice of customer (VoC) and provided input on new product development for all products.
* Initiated end user research programs in 2007 for DIY, medical, dermatology, histology and specialty categories and created a process for market research and data gathering.
* Pioneered and launched direct to consumer e-commerce website and fulfillment program for the first time in company’s history in 2010.
* Delivered incremental revenue of $3.5 - $4.0M annually via new product development and launch in Medical, DIY/Pro and Industrial businesses.
* Authored 3 - 5 year strategic plan, product road maps, budgets and associated headcount plans for the business.
* Produced and executed sales and marketing strategies at major medical distributors, increasing revenue in 2014 and 2015.
* Created company “book” that drove company sale back to private equity in 2015.
* Optimized share of market and profitability, resulting in 9% total share gains in our diy/pro and medical segments from 2009 - 2014.
* Initialized product lifecycle management for all product categories, reducing sku’s by 14% from 2008 – 2014, and increasing turns.
* Analyzed various specialty, retail and medical markets and built overall business vision for the company in 2012 and updated in 2015.
* Identified and recommended M&A targets as part of longer term growth planning to consolidate the industry.
* Designed and implemented all advertising, co-op, trade shows and marketing activities within established budgets from 2007 - 2015.

Merchandising and Trade Marketing Manager Sept 2000 to Feb 2007

Stanley - **Hand Tools Division** – **New Britain, CT**

Manufacturer and marketer of durable consumer goods and services**.** $4.0B in revenue in 2000 in Hand Tools. Products sold at retail and direct to consumer.

* Launched 50 products from 2003 - 2007 for the Stanley Automotive SBU, generating $25M+ annually in revenue.
* Managed pricing, promotion, national advertising and merchandising for all product launches for the SBU.
* Founded the Discovery Research Team to conduct end user research and develop products based on voice of customer inputs.
* As part of commercial team, participated and directed consumer research and ideation around new product development.
* Implemented new product launch capability and planning, resulting in the creation of a product launch cadence.
* Created and managed all end user promotions and marketing for the Automotive SBU, improving Automotive brand awareness and purchase.
* Successfully launched LED flashlights ($15.0M in revenue year 1) for Stanley in 2006, a category they excel in today.
* Created a new merchandising strategy for Walmart that generated $10.0 - $15.0M in off shelf revenue from 2000 - 2006.
* Developed and produced all launch kits for new products launched from 2000 - 2007.
* Created and implemented marketing and sales strategies with retail sales teams in the organization to increase sales at all major retailers in North America, LATAM and Western Europe.
* Presented capabilities and products to all large retail customers including Walmart, The Home Depot, Lowe’s, Ace, True Value and others.
* Directed all advertising, trade shows and marketing activities for the SBU in partnership with outside agencies.

**Owner** June 1997 to Sept 2000

**Digital Grafx - Danbury, CT**

Promotional marketing and graphic design company, specializing in both consumer promotions and retail marketing programs. Revenue $3.5M in 1999. Regional agency focused on Greater New York City, Long Island, Connecticut, Massachusetts and Eastern Pennsylvania areas.

* Started business in 1997 by subcontracting work from largest agencies in New York and Connecticut.
* Developed end user promotions and direct to consumer campaigns for CPG companies including Miller Beer, Post Cereals, M&M Mars, Gillette and Oberto.
* Developed customer base to over 25 customers from 1997 - 1998.
* Added additional strategic services in 1998 to develop business and attract new revenue streams

**Education and Training**

M.A, Advertising

Newhouse School - Syracuse University

Syracuse, NY

GPA: 3.7

B.A, Communications

St. Bonaventure University

Allegany, NY

GPA: 3.3

**Other**

Member, Board of Directors

Kids Smiles, LLC

Philadelphia, PA