

ADAM DALE SALMEN

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PROFILE STATEMENT

15 years of global B2B strategy, marketing and management experience in the chemical/ manufacturing sector. A proven ability to develop, align and execute programs which have significant impact on profitability and strategic direction. A unique ability to quickly understand highly technical markets, and evaluate business opportunities for growth. A passion to use technology to streamline activities and drive results under time constraints. Passionate about developing high performance teams. Looking for an opportunity to run an established business in North America from Colorado, but also willing to relocate for the right opportunity.

CONSULTING & WORK EXPERIENCE

VICTREX PLC. (October 2016 -present)

United Kingdom/ Colorado USA

Sr. Global Strategic Marketing Manager-. Victrex is the largest PEEK manufacturer in the world.

- Head of Strategic Marketing for 3 SBUs comprising ~30% of enterprise sales. Serving semiconductor, smartphones, 5G infrastructure, AR/VR, Robotics, Energy and other highly engineered verticals.
- Developing best-in-class Market Intelligence Function to serve C-suite and other corporate decisions
- Leading global 5-year strategy development and marketing across 10+ markets
- Leading 5 cross-functional segment teams of ~25 sales, marketing and technology leaders to develop market-oriented offerings and create innovative campaigns for growth.
- Promotion into Corporate Scouting role has allowed me to vet enterprise-wide opportunities and resulted in: new business models, M&A targets & incremental revenue of ~£20M

COVESTRO (formerly Bayer MaterialScience) (July 2014 –Sept 2016)

Leverkusen, Germany

Global Product Manager - New segments. Covestro is the world's largest Polyurethane manufacturer

- The goal of this role was to develop a strategic innovation pipeline by understanding (large) market needs and using/developing technology to fit these needs.
- In areas where we saw needs, I was a global product lead who determined key target market segments and applications for development. Created and executed multi-channel marketing campaigns.
- Activities include market sizing, business case development, financial modeling, business model selection, quantified value proposition for product/market fit, competitive offering analysis, customer and partner development, development and licensing negotiations, risk analysis, bringing voice of customer into product development, final offering and product marketing plan execution

BAYER MATERIALSCIENCE (Aug 2011 –July 2014)

Shanghai, PRC

Global Marketing Manager- Marketing Excellence- BMS is the world's largest Polycarbonate manufacturer

- Part of a global team of “boots on ground” managers tasked with relocating the global HQ of a \$3B Polycarbonate Business Unit from DE to CN. Created a Marketing org. and worked to bring knowledge and resources to China.
- Deployed as consultant for strategic projects as part of the “Global Marketing Excellence” team.
- Created and implemented regional marketing plans for all “Transportation” segments.
- Created the “launch process” which is used to commercialize all new technologies at Bayer

VASTLY DIFFERENT SOLUTIONS, (2010-2016) **San Francisco, CA**
Product Manager and Partner- start-up commercializing bio-fuel consumer packaged goods.

- Turned a patent into a product! Wrote business plan, pitched investors, and created a supply chain. lead UX/UI and content development across entire company and product lines.

ASAL INDUSTRIES CONSULTING (2006-2011) **San Francisco, CA**
Owner- Strategy consulting company focused on feasibility analysis and marketing strategy.

- Owner of a marketing and strategy firm aimed at helping customers find product/market fit.

EDUCATION

BABSON COLLEGE (August 2010) **Wellesley, MA**
Master of Science in Management: Concentration in Global Entrepreneurship

EMLYON BUSINESS SCHOOL (Ranked in European top ten by Financial Times.) *Lyon, France*
ZHEJIANG UNIVERSITY (Ranked number 1 in entrepreneurship business studies in Asia) *Hangzhou, China*

UNIVERSITY OF DENVER (June 2007) **Denver, CO**
Bachelor of Science in Business Administration
Major/Concentration: Finance/ Real Estate Development; Minor: Leadership Studies

UNIVERSITY OF CAPE TOWN, South Africa: International politics and economics. *Cape Town, S. Africa*

EAGLE SCOUT: (2002) Troop 97; Boy-Scouts of America **Fort Collins, CO**

CONTINUED TRAINING

Six Sigma Foundations (2021) courses from Project Management Institute (PMI)
Future Technology courses from **Haas Business School. UC Berkeley**
Strategic Partnerships and Negotiation (2021) courses from Project Management Institute (PMI/ NASBA)
Machine Learning for Marketing (2021) courses from LinkedIn Learning
Growth Hacking Foundations (2021) courses from LinkedIn Learning,.
Computer Science courses from Stanford (2019) - *Conducted by Coursera*
Executive development and leadership coaching (2017) - *Conducted by [Timothy P Wood](#)*
Project Management Certification (2015) - *Conducted by Korn & Ferry*
Action Oriented Marketing Certification (2015) - *Conducted by University of St. Gallen*

LEADERSHIP & SKILLS

INTERNATIONAL EXPERIENCE:

- **Lived, studied, worked, or traveled** in more than 85 countries.
- **Humanitarian projects:** El Salvador, India, Kenya.
- **Business experience:** Europe, Asia, and North America.

LANGUAGES:

English– Native fluency **Chinese** – Intermediate **German-** Intermediate **Spanish-** Basic knowledge.

TECHNICAL SKILLS:

- Advanced Macintosh OS / PC User. Advanced Microsoft Excel, PowerPoint, and Word user.
- Advanced user in various audio, video, photo editing software. Also, several CRM, and business intelligence suites
- Comfortable navigating modern online marketing software suites. Advanced Google suite user.

HOBBIES & INTERESTS

- Expedition guide, triathlon organizer, Soccer (football) player, guitar recording