

INTRAPRENEUR - LATERAL THINKER - SEASONED LEADER

Extensive experience identifying, developing, and selling valuable new products. Able to envision innovative product possibilities through keen perception skills and ability to translate disparate consumer insights into actionable specifications for engineering and development. Inspire direct and non-direct team members through enthusiasm for ideas and a focus on the vision.

AREAS OF EXPERTISE:

Product Strategy
Lifecycle Management
Managing direct and indirect staff

Product Management
Stage Gate
Category management

VOC
Problem solving
Innovation

EXPERIENCE:**PIZZA-PORTA**, Atlanta, GA. Startup

Founder/ President (2015-Present) *Invented an accessory solution to a thermal challenge of the Big Green Egg®. Founded this startup using my Lean Startup experience.*

- Hold 2 patents for this innovative cooking apparatus
- Initiated and manage distribution through direct to consumer, grill dealers, Ace Hardware stores, and distributors in Canada and Europe.
- Manage contract manufacturing, industrial design, packaging, supply chain, distribution, financial reporting, online sales, social marketing, finance and business operations.
- Established authentic demand and now grow through product line expansion and brand awareness.

MOVES THE NEEDLE, Encinitas, CA. Boutique Lean Innovation consulting firm.

Innovation Consultant/ Lead Generation (2016–2019) *Introduced to this firm while at INVISTA. Joined as an innovation coach. Brought inside by the firm founder to run the demand generation and marketing efforts. Reported to one of the business principals. The two founders split up the firm in 2019.*

- Coached clients on Lean Startup, Agile, and Design Thinking methods to revitalize their corporate innovation capabilities. Built credibility around innovation experiments as a risk mitigation technique.
- Managed prospecting, lead management, communication and sales pipeline.
- Responsible for top-of-the-funnel activity through Linked-In, Facebook, Twitter, website, tradeshow, and inbound marketing techniques integrating marketing and sales CRM activities.
- Developed and launched an extensive outbound innovation self-evaluation campaign that boosted traffic and triggered inbound face-to-face appointment requests.
- Led sales training and development for lead management and marketing best-practices using Hubspot, Pipedrive, Proposify, Slack, Airtable, and Asana.

INVISTA, Kennesaw, GA. *One of the world's largest integrated producers of chemicals, polymers, and fibers, primarily for N66 nylon. Products include carpet fiber, automotive airbag fiber, Cordura and NYCO military fabric. A \$2B Division of Koch Industries. Recruited and promoted based on my success identifying and testing new revenue opportunities for the INVISTA Carpet and Airbag division.*

Marketing/Sales Operations Director (2012-2015) *Challenged to lead the creation of a new venture by developing a viable global business model for this acquisition experiment. TECGEN was an \$8.5M textile innovation startup that would provide exposure to the wholesale safety garment industry (downstream from Invista's current business). Reported to Division VP and attracted resources as needed through this shared services matrix organization. Business was sold to a competitor in 2015.*

- Developed the industry analysis, market intelligence, technology value, and business model that cleared the internal M&A hurdles for this acquisition of an FR safety garment business.

- Managed the transition of the sales/marketing systems and team into the Invista compliance system and management structure.
- Led all marketing functions for TECGEN®FR, selling fire resistant safety garments into oil and gas, utilities, and electrical contractors.
- Successfully rebranded TECGEN® through a thought leadership campaign focused on fiber technology writing multiple technical articles and attaining placements in ISHN, OH&S, ONG, and EHS Today trade publications.
- Piloted Salesforce.com and Pardot (new to INVISTA) for lead-nurturing and marketing automation. Leveraged these systems across marketing, tradeshow, email, and direct sales activity.
- Worked with fiber engineers, textile engineers, weaving and spinning experts to improve yield, performance, and user characteristics for successive versions of the fabric.
- Integrated VOC and design into product development, delivering 3 new product lines.

New Business Venture leader (2010-2012) *Selected from the CD team to launch this new business under a new Innovation initiative. Parafricta was a small innovative UK company that could be used to assess the attractiveness of the overall medical textile market for Invista. Reported to the VP of airbags. Hired a medical sales expert and sourced needed resources through this matrix organization.*

- Conceived the business case and lean innovation launch plan for a \$10M class-1 medical device business experiment. The *Parafricta* product line provided an intervention for decubitus skin ulcers in acute and long-term care settings using the unique low friction properties N66.
- Created the product and brand story and identified consumer journeys to inform sales materials, strategy, PR, tradeshow, and web presence. Product message was so intriguing it was incorporated into a woundcare textbook.
- Guided all business development, product strategy, go to market plans, P&L, financial analysis, FDA registration, compliance plan, and market launch schedule through an aggressive one-year launch.
- Established in-vivo trials for efficacy and economic viability testing of this novel intervention garment with Baptist and Jackson Memorial hospitals in Miami.
- Experiment was successful in providing extensive evidence of the value stream, channel power, speed, product requirements and investment required to participate in the US medical textile market.

Business Intelligence and Strategy (2008-2010) *Recruited by the airbag business for business intelligence support on the economics for auto flooring, airbag fiber, NYCO military fabric, and Cordura outdoor fiber. Reported to the VP of airbags.*

- Developed the global POV and long-range plan for the \$200M auto flooring business resulting in a new venture into the floormat business and the discontinuation of a failing specialty yarn line.
- Managed the cost and competitive analytics for the automotive airbag, and Cordura® fabric segments. Owned the butadiene N66 supply/demand forecast. Initiated regular raw material and auto industry reviews between divisions.
- Developed POV analysis of other commodity fibers for adjacent markets: anti-stat, tools, geotextiles, FR, uniforms, packs, cordage, flock, and PPE.
- Applied my knowledge of manufacturing to advance the competitive supply-side cost stack analysis that was used extensively for commodity pricing decisions. This work led to over \$2M in additional revenue as a result of price discipline.
- Led the task force that developed an initial prototype tool for carbon footprint analysis of outdoor gear (the predecessor to the Higg Index) while serving on the Environmental Working Group of the Outdoor Industry Association (OIA).

Licensing Director (2006–2008) *Hired for my licensing and retailer experience to lead the introduction of the Stainmaster® paint licensing program. Reported to the VP of home textiles and sourced resources as needed through this shared services matrix organization.*

- Developed the distribution plan, branding strategy, training materials, color stories, and retail sales support materials with our licensee.

- Worked with chemical engineers on the best formulation to match the brand promise.
- Pitched partners/retailers including Lowes, The Home Depot, PPG, Valspar, Benjamin Moore
- Personally sold into 100 independent paint locations in the first year.
- Paint licensing delivered \$1M in licensing revenue and led to additional licensing of tile, grout, carpet cleaner, and hard surface flooring.

GIANT INTERNATIONAL, Atlanta, GA. Spinoff startup of the Motorola consumer product business

VP of Sales, Marketing, and Product – (2003-2006) *Invited by the CEO and COO to be part of a small team that broke away from Motorola to start this licensing venture. Reported to COO - managed 4 managers, 2 salespeople, 12 domestic and 3 international sales agencies. Business pivoted in 2006 when the major stockholder pulled out.*

- Recruited and built a world-class Partnership Development, Product Development, and Marketing Communications team.
- Led top-line P&L for the \$80-\$100m consumer radio business through a period of tough price negotiations with major retailers, category consolidation, and aggressive competitive action.
- Initiated promotional programs, marketing, and PR that grew US market share from 42% to 52% over a 2-year period, selling through Wal-Mart, Target, CE, Sporting goods, Office channels, and Clubs.
- Led Target Store's vendor face-off negotiation and landed exclusive placement of FRS 2-way radios and a new placement of the Tao XM2go, representing \$17m in sales.
- Directed the Shenzhen based engineering team in development of 2-way radios, accessories, and new product concepts.
- US team managed all product development details from concept design to homologation.
- Managed multiple agency relations from product design to advertising including \$1M marketing budget.
- Commercialized four new ventures: XM2go, MP3, Wireless Media Player, and an EU DAB radio.

MOTOROLA, Atlanta, GA. \$200M Division selling consumer and B2B radios, cordless phones and accessories.

Product Management, Business Operations Manager, and Marketing Communications Manager (1999-2003) *Recruited by the Marketing director to join the B2B radio team. Promoted through three roles. Reporting structure: Reported to VP Marketing - managed team of 3 within a matrix operation.*

- Convinced Motorola senior leadership of the financial and strategic benefit of re-entering the cordless telephone market via an outsourced, OEM business model.
- Led cross-functional team including mechanical engineering, software design, industrial design, and marketing in this matrix organization – from product concept through to product sales.
- Developed successful partnership with a Hong Kong based OEM partner gaining access to established electronics platforms and commodity pricing while streamlining the existing Stage-Gate process to cut 18 months of development time.
- Launched cordless telephone line with unprecedented adoption against GE, Panasonic, Vtech, and Uniden. Initial retail partners included: Wal-Mart, Target, Circuit City, Best Buy, Office Depot.
- Exceeded initial cordless business plan of \$30m then 105% of forecast in 2002 and 150% in 2003
- Delivered first products to Wal-Mart nine months after business venture approval – an unprecedented timeline.
- Influenced the launch of a new light industrial B2B radio based on research and consumer observation, leading to the large-button radio still in use at Target, Gap, and numerous retail outlets.

TOTO, Morrow, GA. *The world's largest plumbing fixture manufacturer. Known for developing the Washlet and other innovative plumbing and electronic products. Headquartered in Kitakyushu Japan.*

Marketing Strategy/Product Manager (1997-1999) *Recruited to lead the nascent marketing strategy function as TOTO was expanding in the United States. Reported to the VP of Marketing and supervised a marketing assistant*

- Reevaluated the US washlet business and conceived a new strategy for product positioning and sales, culminating in a presentation to the Board of Directors in Japan.
- Developed an extensive market segmentation for bathroom fixtures helping define communication and positioning of the TOTO brand.
- Conceived a new product line for the US based on more traditional design language.
- Established a spare parts business to support electronic and replacement parts.
- Launched a prototype testing method at tradeshow and in market research.

EARLY CAREER:

AMERICAN HONDA- PE and Marine Div. Atlanta, GA. Marketing research manager,

FEDERAL HOME LOAN BANK, Atlanta, GA. Research Department Assistant

HYUNDAI MOTOR AMERICA, Atlanta, GA. District Sales Manager

GE - Appliance Div, Atlanta, GA. Customer Service

EDUCATION:

Georgia Institute of Technology	Atlanta, GA	MBA	5/1992
Emory Goizueta Business School	Atlanta, GA	BBA Marketing	5/1987
Oxford College	Oxford, GA	AA	5/1985

AWARDS/ACTIVITIES:

Innovation Champion certificate, Positive Intelligence, Kettering Member, Dealerscope Magazine: 40 under 40 to watch in the Consumer Electronics Industry. Outdoor Industry Assoc.- Eco Index Working Group, Atlanta Product Camp, Habitat for Humanity, TEDx Peachtree, Cycling, and Upconfiguring.