

## **Product Management/Marketing/Strategy Executive...Turned Educator**

*Applying New Product/Business Growth Experiences to The Development of Future Leaders*

- **Developed New MBA Product Management Specialization:** Applied extensive market experience to build a new MBA specialization at the Simon School of Business. Seeing rapid student adoption.
- **Team/Project Centric Learning:** Incorporating substantial team/project components into every graduate and undergraduate class taught. Reflects belief in the power of teams in business.
- **Deep Product Management Expertise:** Ran global product management for a \$1B division, along with marketing & strategy. Justified, built, staffed & managed Imation's product management organization.
- **Broad Marketing Experience:** With a focus on product marketing, portfolio management, strategy development, strategic alliances, segmentation, product management, and new business development.

Product Management  
Hands-On Applied Learning

Marketing  
Graduate & Undergraduate Expertise

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General Marketing – Product & Brand Strategy – New Product Strategy

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### **Simon School of Business – University of Rochester, Rochester, NY**

**2016 – Current**

#### **Executive Professor**

*Hired to bring additional & valuable real-world experience to an outstanding portfolio of business educators.*

- Teaching marketing and new product related courses at the undergraduate and graduate levels.
- Positive student feedback highlighting the power of applying real world experience in the classroom.
- Ideated and developed a new MBA specialization in Product Management creating a unique and powerful growth opportunity for the school along with positive influence on school rankings.

### **Thomson CompuMark, Boston, MA**

**2014 – 2015**

#### **Senior Director – Product Management**

*Hired to re-structure and re-build the product management team and deliver new growth.*

- Remapped responsibilities across key existing talent and brought four externals into critical roles.
- Developed & launched new integrated product management process to streamline decision-making.
- Implemented program to quick turn development and launch of customer driven enhancements.
- Developed & justified 60% YOY increase in products in development, sparking growth across all lines.

### **Eco-mail, Stamford, CT**

**2013**

#### **Managing Director - Marketing**

*Hired to develop and manage the go-to-market growth stage for a pre-VC SaaS start-up in paperless mail.*

- Wrote core marketing strategy, positioning, and messaging to create strategic differentiation.
- Developed leads via analyst relations, content/inbound/outbound marketing, and press coverage.

### **Pitney Bowes Inc., Stamford, CT**

**2005 - 2012**

#### **Vice President, Global Strategy and New Business Ideation/Incubation**

*Promoted to lead strategy, innovation, and growth for \$3B division. Incubated multiple start-up P&Ls.*

- Created \$250M in opportunities by leading teams to launch, scale and mainstream new businesses.
  - Created/incubated Volly (volly.com), a consumer opt-in, digital alternative to traditional mail.
  - Incubated/mainstreamed cloud merchant solution for eBay to produce/pay for online postage.
  - Developed \$100M opportunity launching enterprise level SaaS X-border eCommerce software
- Responsible for all annual and multi-year strategy deliverables and division portfolio analysis.
  - Developed the strategy to transform the traditional equipment base to SaaS devices.
  - Saved \$100M+ via segmentation analysis that reshaped the division's go-to market.
  - Shaped company's forward trajectory by playing a critical role in investments and divestments.

**Vice President, Global Product Management, Marketing, Strategy**

*Hired to create new growth via advancement of \$1B division's product management, strategy, & marketing.*

- Established new product life cycle management practices and product roadmaps to prioritize investments across portfolio, increasing margins while holding development funding constant.
- Instituted a segment approach to the business that drove market share to over 60%.
  - Established BU operating parameters and dashboards, resulting in 33% earnings growth.
  - Reshaped product management focus, R&D investments, and go-to market materials.
- Created the foundation for \$500M in company-wide growth initiatives by leading strategy development in Customer Communication Management (CCM).
- Managed customer advisory board, trade shows, customer events, PR, analyst relations, sales training, lead generation and development of sales support tools, supporting revenue growth of 8%.
- Reduced marketing budget by 15% by streamlining marketing event spend and re-allocating funds to sales tools and training, resulting in increased revenue per sales representative.
- Developed and implemented a horizontal digital print expansion initiative creating \$100M opportunity.
- Developed strategic alliance with HP launching PB into the digital print industry.

**Kodak Polychrome Graphics (KPG)/Imation - Color Division 1999 - 2005**

*KPG, a \$1.5B supplier to the graphic arts industry, acquired Imation's \$200M Color Division in 2002.*

**KPG - Vice President World Wide Product Management, Digital Imaging**

*Hired to help extend KPG from a consumable supplier to a trusted strategic digital solutions provider.*

- Delivered \$25M in new annualized revenue by mainstreaming Xerox digital print channel business, incubated at Imation, into KPG's general sales force.
- Sourced a Japanese supplier and negotiated an exclusive alliance to build and manage a direct imaging press business that produced a 40% placement share year one.
- Produced 20% reduction in time to market through launching aggressive commercialization programs.

**Imation - General Manager, Digital Businesses and Product Management**

*Hired to develop incremental revenue from a deep but underutilized pool of imaging science and software.*

- Led x-functional teams to create new ideation/incubation processes, tripling digital revenues in 3 yrs.:
  - New software solutions that turned HP printers into digital proofing devices.
  - Strategic alliances with HP, Xerox, and Canon for their distribution of these solutions.
  - The creation of Verify, a software solution to manage color over the Internet for eCommerce.
- Justified, built, and ran a product management organization that focused on product level profitability, delivering increased gross margins, and ROI across the division.

**Summary of Additional Experience**

*Danka Mexicana, Mexico City, Mexico, 1996-1998 - President and Director General: Spun out Kodak BU and ran a Mexican "Fortune 250" Danka company. Full P&L, balance sheet, and cash flow responsibility; drove revenue from \$18M to \$25M and earnings from 8% to 18%. Awarded top N. American regional manager.*

*Kodak, Rochester, NY, 1983-1995: Promoted through a variety of sales, marketing, product management, and international marketing roles. Awarded the Billy T. Files award by peers as the most likely to succeed.*

**Education and Extra-Curricular**

LEAD Strategic Leadership Program, University of Michigan-Stephen M. Ross School of Business

Global Program for Management Development, University of Michigan

Masters of Business Administration (MBA), Pepperdine University, CA; (GPA: 3.9)

B.A. in Economics, University of Southern California, CA; (GPA: 3.7)

PODI Board Member; 2006-2010

Pragmatic Marketing Certified: Foundations-Focus-Build

Strategyzer-Business Model Canvas Workshop Certified

Stamford University (dschool) Design Thinking for Educators 5-Day Workshop, January 2020