

## PRODUCT AND MARKETING DIRECTOR

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*Accomplished Product and Marketing professional with over 15 years of experience executing successful development and marketing strategies. Proven team leader with ability to deliver on-time and on-budget projects. Excellent communicator with well over a decade traveling and managing international project teams, ensuring positive working relationships, and delivering award-winning products.*

## PROFESSIONAL EXPERIENCE

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**The Hive Co.**, Petaluma, CA

**June 2011 – June 2016**

### ***Product and Marketing Director***

- Researched and analyzed current market trends, direct competition, and key consumers and delivered award-winning products that exceeded consumer and market needs.
- Provided in-depth market research and analysis to senior management team, and collaborated with engineering teams to create innovative, profitable products in line with company goals.
- Executed successful worldwide marketing campaigns across all media platforms and increased overall market exposure, including: print and web advertisements, video and photo social media, and utilization of brand ambassadors to extend the reach of social media.
- Elevated brand awareness organizing and executing yearly product launches for key media outlets.
- Implemented consistent product brand standards across multiple product lines.
  - Designed templates for use across all types of packaging and media including: bottles, flexible plastic sachets, cardboard vacuum seal cards, and standard cardboard packaging.
  - Reduced packaging costs by up to 90% and provided better product protection by moving from traditional boxes to vacuum seal cards.
- Increased brand visibility with cohesive brand presence at trade show, industry, and festival events.
  - Designed giveaways, pop-up tents, table covers, walls, side skirts, and flags.
  - Devised trade show booth design to reflect current marketing and brand initiatives.
- Maintained and built strong relationships with international distributors, key media, and industry influencers worldwide.

**Trek Bicycle Corporation**, Waterloo, WI

**March 2006 – June 2011**

### ***Product Manager - Components***

- Researched and provided current market trend data on road, triathlon, MTB, and urban bicycle components to core team members.
- Developed all cockpit components based on best-in-class criteria for all Trek Bicycles, including: road race, triathlon, time trial, urban, MTB, and special need projects for our professional race teams.
- Evaluated and maintained lifecycle of products in current product line based on profitability and market demand.
- Established proper product pricing in market based on technology, novelty, and competition.
- Decreased costs at vendors through some outsourcing to Taiwan and China, manufacturing process innovation, and found new vendors when needed to increase production or find new manufacturing capabilities.

- Invested considerable time in China getting new vendor processes stable to ensure continuous high-quality products.

**SRAM Corporation\***, San Luis Obispo, CA

**October 2005 – March 2006**

***Project Manager***

- Scheduled graphics and development projects, analyzed potential risk factors and critical milestones, managed changes in project scope, and delivered projects on time.
- Managed international development teams, scheduled weekly meetings, and liaised relationships between all project stakeholders.
- Coordinated budgeting for projects and products with all key stakeholders to deliver projects within monetary constraints.
- Regularly visited China and Taiwan development facilities to review manufacturing processes and ensure on-time delivery of products.

*\* Purchased Truativ in 2005.*

**Truativ International, LTD.**, San Luis Obispo, CA

**March 2004 – October 2005**

***Marketing Manager***

- Developed worldwide marketing initiatives and advertisements for distribution to multiple media platforms.
- Oversaw and executed all styles of packaging design to brand standards such as bottles, labels, master cartons, vacuum cards, point-of-purchase displays, and single product packaging.
- Created compelling graphics and logos that added to the overall appeal of a product to key customers.
- Troubleshoot graphics application to all types of products including anodized aluminum, carbon fiber, glass, plastic, fiber reinforced plastic, rubber, and steel.
- Delivered finished printed goods from facilities in Taiwan, China, the United States, and Germany.

**Burley Design Cooperative**, Eugene, OR

**June 2001 – March 2004**

***Brand and Product Manager***

- Specified components and updated road and commuter bike designs to provide excellent value in a hand-built American steel bicycle.
- Moved aluminum tandem manufacturing from third party to in-house to save cost and increase design flexibility.
- Analyzed market trends and presented information to business owners.
- Created catalog and advertisement tailored to key markets and demographics for our products.

***Sales Territory Manager***

**October 1999 – June 2001**

- Traveled worldwide to build and maintain relationships with distributors and major sales accounts.
- Increased yearly territory sales and market penetration in key product categories.
- Prepared and presented monthly, quarterly, and yearly sales forecasts to senior management.
- Actively identified new customers and market opportunities and relayed potential product ideas to development teams.

## **EDUCATION**

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**Bowling Green State University**, Bowling Green, OH

Graduate studies in Sculpture with minor studies in Photography.

**Texas Tech University**, Lubbock, TX

Bachelor of Fine Arts in Sculpture with minor studies in Graphic Design and Photography.