

GUY JAMESON

891 WEST 23RD AVENUE, BURLINGTON, VT 05402

802-555-4277

BIGGUY@EXCITE.COM

BUSINESS TECHNOLOGY PRODUCT-DEVELOPMENT EXECUTIVE

Motivated master's-degreed achiever with highly visible senior-management accountabilities eager to bring to your firm ability to significantly increase growth, profitability, efficiencies, and shareholder value.

PROFESSIONAL PROFILE

- ◆ Performance-driven, entrepreneurial marketing professional with 15+ years of continuous advancement and expertise in international business, sales and marketing, and technical application/product/R&D engineering.
- ◆ Proactive self-starter with track record of initiative, personal responsibility, ownership of work and reputation for removing obstacles and making things happen.
- ◆ Highly analytical thinker with demonstrated ability to scrutinize technical and financial data.
- ◆ Strong leader who effectively motivates others and directs top-level strategic corporate initiatives.
- ◆ Superlative interpersonal communicator, presenter, and negotiator; delivered effective presentations to corporate senior executives; successfully negotiated agreements to avoid litigation.
- ◆ Creative, dependable, and enthusiastic change agent with proven track record in improving efficiencies, reducing costs, and increasing revenues.
- ◆ Skilled coalition-builder with multicultural experience through extensive Asian and European travel.
- ◆ Strategic marketer with history of developing brand strategies to reposition and retain brands.

AREAS OF EXPERTISE

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| ◆ Business Development | ◆ Product Development |
| ◆ Development of New Client Opportunities | ◆ Brand/Product Marketing |
| ◆ Lead Generation | ◆ Brand Rationalization |
| ◆ Customer Satisfaction | ◆ Pricing Rationalization |
| ◆ Strategic Market Planning | ◆ Full Product Life-cycle |
| ◆ International Marketing | ◆ Product Line Extensions |
| ◆ Merchandising | ◆ Product Commercialization |
| ◆ Account Presentation Development | ◆ Product Assortment/SKU Analysis |
| ◆ Inventory Management Planning and Issue Resolution | ◆ Product Marketing |
| ◆ Market Segmentation | ◆ Product Definition/Identification |
| | ◆ Managing Product Development Teams |

PROFESSIONAL EXPERIENCE

Director, Marketing and Product Development, *Integris*, Billerica, MA, 2003 to present

- ◆ Having created performance-driven culture that ensures accountability and personal responsibility, lead, develop, coach, and motivate 19-member teams – in product management, marketing communications, pricing administration, research, development, and engineering – to accomplish key corporate business objectives; led division to record fiscal year.
- ◆ Oversee \$3M operating budget; develop annual budgets for sales/marketing/engineering efforts.
- ◆ Lead and manage marketing strategies across three business units and 26 brands; ensure that strategies include market segmentation definition and analysis, competitive analysis and strategy, as well as channel strategy and key account penetration plans; lead pricing analysis and implementation.
- ◆ Supervise and lead creative team in developing and executing integrated marketing programs, including market analysis, tactical marketing programs, and lead generation through direct marketing, advertising, PR campaigns, and participation in conferences and trade shows; formulate divisional business plans designed to capturing share of new/changing markets; created new design styles for sales literature and trade ads, establishing consistency in marcom media.

Manager, New Technology Integration and e-Business Marketing, Global Marketing, OpenAir.com,
Boston, MA, July 2002 to March 2003

- ◆ Managed market positioning efforts and lead brand-development initiatives that differentiate company's products and services; ensure compelling value propositions and create detailed go-to-market plans that deliver value to market and provide new business opportunities.
- ◆ Employed overseas vendors/manufacturers to achieve profitability while meeting quality levels.
- ◆ Championed LEAN projects that have yielded \$276K+ in soft and hard savings for 12 months.
- ◆ Developed brand and channel strategies to more effectively grow global market share; grew sales nearly 6 percent in 2003 while served market decreased up to 11 percent.
- ◆ Increased new-product sales as percentage of total sales 15 percent in 16 months.
- ◆ For the fiscal year, increased gross profit 370 basis points, increased EBIT 460 basis points, while reducing marketing SG&A 5 percent.
- ◆ Integrated new processes into marketing and product development, including a stage-gate new-product development process that reduced average time-to-market from 14 months to 8 months and a formal product life-cycle management process that reduced 18 percent of SKUs in first five months.
- ◆ Expanded product portfolio with national catalog houses, increasing sales 42 percent with one house.

Manager, Product Management, Microworld Resources, Cambridge, MA, 1997 to July 2002

- ◆ Led group to FY02 North American sales exceeding \$32 million and \$70 million globally.
- ◆ Defined and prioritized annual must-do projects, introducing new products and programs, managing group's product life-cycle efforts in optimizing inventory of standard and non-stock standard SKUs, market segmentation, and professional development for staff employees.
- ◆ Functioning as global coordinator, developed and executed strategies to grow worldwide market share.
- ◆ Oversaw staff of two product managers, a product analyst, and an administrative assistant.
- ◆ Provided sales force with unparalleled service and support; facilitated numerous \$100K+ sales orders from OEMs and tier 1 suppliers.
- ◆ Championed two corporate strategic initiatives – including a first-to-market product platform for micro components market – requiring cash-flow analysis, business planning, sales channel support, contract negotiations, manufacturing and engineering resource alignment, and assignment of task-force teams.
- ◆ Reduced product category's cost by an average of 46 percent while improving product appearance.
- ◆ Developed and negotiated 20+ domestic and international licensing agreements.
- ◆ Proactively sought to learn current/future critical needs of Japanese OEMs, who control majority of global market.

EDUCATION

- ◆ *Master of Business Administration*, Fordham University, New York, NY
- ◆ *Bachelor of Business Administration in Marketing*, Summa Cum Laude, Columbia University, New York, NY

PROFESSIONAL RECOGNITION

- ◆ Winner of Advanced Technology Marketing Award of Excellence, Harvard Technology Center, Cambridge, MA
- ◆ Selected, Microworld Resources Leadership Program, Center for Creative Leadership, 2001

PROFESSIONAL AFFILIATIONS

- ◆ Society of Manufacturing Engineers (SME)
- ◆ Project Management Institute
- ◆ Product Development and Management Association