***Paul H. Van Wert III (Tom)***

***5777 Price Rd. Milford, OH 45150***

*(C) 513-720-3444*

*paulvanwert@gmail.com*

[*www.linkedin.com/in/paulvanwert*](http://www.linkedin.com/in/paulvanwert)

[*www.visualCV.com/pvanwert*](http://www.visualCV.com/pvanwert)

### Global Marketing and Brand Management Leadership

Put experience to work for you. As an executive with 20+ years of progressively responsible leadership in marketing and brand management, on a global basis, I have the background to make a difference. With multiple channel experience in CPG/FMCPG, B2C and B2B marketing I have been responsible for launching and marketing numerous new products that have resulted in increased sales, share, and profit growth. I have managed share leading brands in excess of $1 billion in revenue, written marketing and communication plans, and managed marketing departments.

# Key Competencies

1. **Passion for learning customer’s needs** and satisfying them better than anyone else.
2. **Leadership** of projects, plans, staff, and strategy development.
3. **Marketing and Brand Management** for consumables, durables, and services.
4. **Analytical ability** to determine best course of action in complex situations.
5. **Managing Innovation and New Product Development** and developing product roadmaps.
6. **Branding, segmentation, positioning, packaging and developing value propositions.**
7. **Marketing financial management**, leading to sound marketing and business decisions.

* **Strategic and tactical marketing** in B2C and B2B and multiple channels.

1. **Communication Plans** including hiring/managing agencies, creative, media mix, budgeting.
2. **Managing cross-functional teams** for product development, marketing and launch planning.
3. **OEM sourcing from Asia** with extensive international and domestic travel experience.

#### Professional Experience

**Marketing & Brand Management** – 18 years experience (Primary degree in Marketing)

* Brand Mgmt. & Identity – managed brands and product lines, have developed value propositions, positioning, packaging and graphics, rebranding/relaunch of brands, and SKU rationalization.
* Communication – have written marketing and launch plans, communication plans, advertising plans, developed promotional plans, and media schedules. Also own a digital signage advertising company.
* Agency Management – hired and managed agencies for the development of advertising for TV, Radio, Print, FSIs, packaging graphics, and sampling programs, including creative and production
* Strategy development – developed go to market strategy and sustainable competitive advantages.

**Product Management, Innovation, and New Product Development** – 18 years experience

* Stage Gate Commercialization Process - Created stage gate processes utilizing best practices.
* New Products - have developed and launched over 30 new products in 10 CPG product categories.
* Research - experience defining market research projects and utilizing data to make decisions.
* Marketing Requirements Documents - Strong in MRD/PRD development, and product line management.

**Sales, Financial, and General** – 18 years experience

* Sales Rep and Manager - Strong understanding of customers’ needs, what works and what doesn’t.
* Financial Management and Analysis - managed budgets, P&L, and NPD financial projections.
* Global Cross-Functional team management with over 35 trips to Asia and 20 to Europe, and product sourcing.

Work History and Accomplishments

**Relevant Positions**

* *Global Brand Director, Ansell* – Responsibilities included NPD, creating a 5-year strategic product roadmap, and creating a new brand architecture that included all aspects of the brand. I also discovered an under utilized patent that satisfied the number one unmet user and incorporated it into the product line. First year results included an 18% increase in sales.
* *Marketing Director. Lornamead Brands* – Managed marketing dept., hired/managed several agencies, developed marketing and communication plans and launched new products and brands.
* *Worldwide Marketing Manager Disposable Cameras, Kodak* – Researched, defined, commercialized, developed the marketing plan, and launched the gen. 2 line of disposable cameras resulting in growth from $700 mil to $1 bil in a 4-year period.
* *Worldwide Marketing Manager 35 mm Film, Kodak* – Researched and developed marketing plans for a premium line of 35mm color negative film.
* *National Sales and Marketing Mgr., Kodak* – For a start-up business within Kodak I hired 22 outside sales reps and developed the marketing programs. We sold the business 3 years later for a profit.

# Education and Training

***Auburn University***, Auburn, AL - **B.S., Business Administration** - Marketing, Accounting

Numerous Kodak and external training courses. More than MBA equivalent experience.