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### Global Marketing and Product Management Leadership

Put experience to work for you. As an executive with 20+ years of progressively responsible leadership in marketing and product development/management on a global basis, I will make a positive impact. With my experience in B2C and B2B, NPD, multiple sales channels, and product development I bring fresh new ideas and the know how to break down barriers to your success. I have taken Voice of the Customer (VOC) from initial stages to profitable product line for multiple product categories, and managed cross-functional global teams for product lines in excess of $1 billion in revenue with sales increases as high as 45%.

# 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, sales, and sales management** experience in 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.
8. **Worldwide product line management** including P&L, business cases, market readiness/launch plans, forecasting, critical success metrics and life cycle management.
9. **Managing cross-functional teams** for product development, marketing and launch planning.
10. **OEM sourcing from Asia** with extensive international and domestic travel experience.

#### Professional Experience

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

* Stage Gate Commercialization Process - 18 years experience commercializing new products. Created stage gate processes utilizing best practices for two companies.
* Innovation – Have utilized innovation methods to identify technology/solutions for unmet user needs.
* 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.
* Strategic Planning – developed product roadmaps, competitive analyses, and market situation analyses.
* Marketing Requirements Documents - Strong in MRD/PRD development, and product line management.

**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.
* Agency Management - hired and managed agencies for the development of advertising for TV, Radio, Print, FSIs, and Sampling programs, including creative and production.
* Strategy development – developed go to market strategy and sustainable competitive advantages.

**Sales** – 12 years experience

* Sales Rep and Manager - Called on national and regional accounts in most of the mass channels and many specialty channels. Strong understanding of customers’ needs. Have managed sales teams.
* Sales Training - Trained new sales reps as well as developed and run dealer training programs.

Work History and Accomplishments

***Digital Vision Marketing, LLC*** - Current Position – Principal. Entrepreneurial venture where I developed a digital signage network in SW Ohio and provide advertising, marketing, branding, and product development consulting svcs.

**Relevant Positions**

* *Global Brand Director, Ansell* – Responsibilities included NPD, creating a 5-year strategic product roadmap and a new brand architecture. 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.
* *Director New Product Development,Synergy Business Development* – Created a stage gate type commercialization process to assure best practices were used, and developed two new brands.
* *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.

# Education and Training

***Auburn University***, Auburn, AL - **B.S., Business Administration** - Marketing, Accounting. Numerous Kodak and external training courses including Decision Making, Marketing, Business Research, Negotiating skills, Computer skills, Management training, Cultural training and others. More than MBA equivalent experience.