mark e. dieterle

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**GLOBAL PRODUCT MANAGEMENT VP, DIRECTOR, MARKETING, SALES, DEVELOPMENT**

Please click here to see examples of products and BUs successfully brought to market with my expert analysis, input, strategic market planning, and execution: [www.markdieterle.com](http://www.markdieterle.com)

***Core competencies in COnsumer, Medical, Industrial***

Global Product Management Strategic Product / Market Analysis Competitive Analysis

Stage Gate Process Technical Direction / Development Cross-Industry Product Leverage

Product Portfolio Prioritization Product Development Analytics Strategic Marketing

Sales Team Management Operations Management Margin Enhancement / Cost Management

**Professional Experience**

**Dieterle Designs, LLC.** Westfield (Indianapolis) IN5/2018-Present

Product Management Director / Coach and Technical Business Contract Consultant- [www.markdieterle.com](http://www.markdieterle.com) – *Investigated, reviewed, and constructed roadmaps and coached inexperienced PLM Director and PLM team to stand up a new team for related safety industry application products including Advanced Safety Products for a large midwestern transportation industry manufacturer of occupant restraints, airbags, and safety systems. Also advised C-Suite executives and investigated and built the technical business and capital plan to execute a SBU to make molded polyurethane seat components. Researched markets, competitors, customer preferences and trials for a $150M product line extension launch.*

* *Business case development in concert with executive management to implement NPL process and teams; installed new and leaner stage gate and financial thresholds accelerating product family developments and launches. Reduced concept to pilot and adoptions by 60%.*
* *Revamped development team and activities leading to better technical alignment with assets at hand, 37% increase in adopted new products, and 30% increase ROA.*
* *Installed customer based KPIs across all functional areas to drive smooth product launches in a complicated domestic and foreign supply chain matrix; reduced cost to launch products 26% over 3 years with increased customer satisfaction.*
* *Lead all technical and commercial teams interfacing with customers. Trained and monitored progress for all NPD/L team members; installed processes to maintain quality improvement of skill sets of internal team members.*

**INOAC USA, INC. (woodbridge-inoac technical products),** Troy, MI, Westfield, IN 9/2016-5/2018

**Director of Sales and Product Management, Marketing, High Performance Materials Group ICM (Industrial, Consumer, Medical) Polyurethanes, Plastics and Non-Woven Products**

*Recruited to jumpstart management for a business unit recovering from natural and industrial catastrophic loss, to prepare for spinoff to a JV structure, with reorganizing the marketing and sales, NPD and forge new markets and new customer bases for the next 5 years and more.*

* *Revamped and supervised Product Management, Marketing and Development teams for product initiatives. Increased sales 60% year-on-year from lost accounts and withdrawn markets helping boost recovery in 18 months.*
* *Coached and led members to recover Ceramic grade products from zero in sales helping to identify how yields and costs could improve to engineer highly profitable multi-year agreement, yielding $6-7M.*
* *Drove the development and sales team efforts for the new TGX-250 Scrub Daddy Foam replacement product aimed at the $20M annual marketplace; $5.8M in development partners in place.*
* *Recovered lost ESF products. Reorganized sales force to conquer wound care products, military, industrial, automotive, household and furniture related products into B2B, and consumer markets. Encompasses all commercial facets including sales, marketing, and product management.*

**Quest® Environmental & Safety Products**, Fishers, Indiana 2006-8/2016

**Director of Product and Business Development - Non-Woven, Safety Products**

* *Invented and launched the new Quantumwear® PPE suit for Nuclear, Environmental, and Industrial Safety markets; awarded 2 US Patents resulting in CAGR of new products of 63%, net income increase of 45%.*
* *Initiated a new Technology Driven, Marketing Focus, Business Development, Product Development and Product Management strategic position for the company, inventing and launching new Industrial Protective Apparel products in the growing Government and Nuclear market, while directing the company’s overall product management, intellectual property management and brand management.*

**Environmental Division Manager**

* *Division Manager of a Safety Products Manufacturer and Distributor, achieving half of the company’s sales annually-*
* *Managed change of the sales group from harvesting to hunting by installing metrics and activity planning, adding sales promotions and branded product focus for the division, creating all marketing, product management and promo pieces, accelerating growth to 19%.*

**Aearo company (NOW 3M)**, Indianapolis, Indiana 1997-2006

**Marketing Director / Product Manager**

*Drove the* ***Confor®*** *Brand of Polyurethane foam products and Global Consumer, Industrial, Electronic and Global* ***Healthcare*** *Wound Care businesses, resulting in 27% growth.*

* Launched two Brands for Domestic and International markets, raising the market potential from $4 MM to over $30 MM.
* Directed R&D and manufacturing cost saving initiatives, yielding $300,000 first year, $750,000 second year.
* Invented two medical wound care devices, patent pending, to access a $70M medical device market.
* Negotiated and secured joint ventures with domestic and foreign customers/partners. Increased sales 27% in year one, added 5% to gross margin by proposing manufacturing cost reductions, writing capital requests, and gaining approvals from investors to modernize the manufacturing process.
* Restructured pricing, sales, and distribution, reducing complexity, and cutting costs by 8%. Managed $400,000+ marketing/R&D budget, approved advertising, and promotion campaigns. Markets served- Healthcare, Automotive, Electronics, Packaging, Commercial and Industrial.

**The woodbridge group** 1988-1997

*Automotive and Industrial Polyurethane Foam Company.*

**Enerflex® Product Manager, Director**, Troy, Michigan 1995-1997

*Directed the Business Unit for the* ***Enerflex®*** *Polyurethane-energy absorbing products automotive occupant protection foam products.*

Recruited specifically to head up the new Auto F/L and Baby Diaper Business in Chattanooga, starting with Led a multi-functional team for increased market penetration of the company’s energy management family of polyurethane occupant protection products.

* Drove the **Enerflex®** brand of occupant protection foams for use by General Motors, Ford, Chrysler, Toyota, Honda, BMW, and suppliers to the global automotive industry.
* Prepared business plans and directed cross-functional team of development, manufacturing, project management, accounting, and sales to increase sales from $20 MM to $100 MM.
* Instituted the Business Team Concept, providing leadership to launch products/sales for ten new car platforms.
* Executed advanced quality planning launch teams resulting in on time, right-first-time product launches.

**Woodbridge Foam Fabricating, Inc. (INOAC Co-Venture company)**

**Business Development Dir./ National Technical Sales Manager,** Chattanooga, Tennessee 1988-1995 *Polyurethane* **and Non-Woven Products**

*Developed and launched two new businesses of specialty products nationally and internationally, reporting to Senior Vice President.*

* Trademarked and launched the **AutoBond®, FasTack®, SL-86®, EL-68H®, and SL-WB®** Brands.
* Spearheaded two high tech foam products in Automotive and Baby Diaper Markets, yielding $18 MM annually. Wrote and executed business plans, translated to 30% growth. Recruited and Directed Technical Sales force and International Sales Distributors and Representatives, increasing international sales 70% while reducing overhead by 20%.
* Developed and launched new proprietary products by coordinating R&D group, cementing customer sole source agreements. Achieved 30% of division profits.

**milliken & company,** Spartanburg, South Carolina 1980-1988

*Textile Company*

**Product Manager Automotive Products (Technical Products/Businesses) / Auto Lamination and Headliner Marketing BU Start-up** 1982-1988

*Key Account and product line management in a $400+ MM business, reporting to Business Director.*

* Start the Headliner Product business unit, resulting in $6 MM first year sales of the **Alpine®** and **Andes®** headlinerfabrics for introduction in General Motors, Ford, Chrysler, and aftermarket accounts worldwide.
* Researched markets, wrote business plans, prepared, and managed budgets and capital investments for a $20 MM business.
* Developed and Launched the **Dover®** fabric line for introduction in the Toyota Camry. Spearheaded the Chrysler / American Motors fabric accounts, yielding $40 MM in sales through sales, account management, and production planning.

**Operations / Production Manager / Development Manager / Process Improvement Manager** 1980-1982

Supervised hourly workers in a fabric dyeing plant, performed at 100% attendance, zero accidents and 99.7% first quality. Ranked first of three hundred managers 1981-1982.

**Languages**: English and German

**Education**

**The Raymond A. Mason Graduate School of Business, The College of William & Mary in Williamsburg, VA –** Master of Business Administration, GPA 4.0 *First in the graduate class.*

Trustees’ Award for Academic Excellence

**The College of William & Mary in Williamsburg, VA** - Bachelor of Science Degree-

Major in Biology-Minors in Chemistry, Economics, Math, English and Psychology

Chemistry Department Teaching Assistant

**Professional development**

UVA Colgate – Darden Financial Management, Phil Crosby Quality

Management, Xerox Professional Selling Skills, QS 9000 Introduction

Dale Carnegie, SPC Certification, Milliken Training Program

**Technical environment**

Lean, Agile Development, Stage Gate, 6 Sigma Management, Industrial Engineering, Cause Analysis, Process Improvement Management,

Design of Experiments and Chemistry Teaching Assistant

**Other**

Eagle Scout

Beta Gamma Sigma Business Honor Society Inductee