

# Todd L. Condon

1 459 Burberry Creek, Little Rock, AR 72201 • 501-482-5391

E-mail: tlcondon@yahoo.com

## Marketing ~ Business-Development ~ Product-Development Executive

*Motivated master's-degreed strategic marketer 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, along with history of developing brand strategies to re-position, eliminate, and retain brands.
- ◆ Skilled coalition-builder with multicultural experience through extensive Asian and European travel; experienced presenter, and negotiator; delivered effective presentations to corporate senior executives, including foreign based firms in Japan, Germany, China; successfully negotiated agreements to avoid litigation.

### Areas of Expertise

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

### Professional Experience

**Director, Marketing and Product Development, Hydrametal Industrial Products Inc.,** Little Rock, AR, 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 by exceeding all financial KPIs.
- ◆ 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 analysis and price-adjustment 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 capture share of new/changing markets; created new design styles for sales literature and trade ads.
- ◆ Manage 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.
- ◆ 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 stage-gate new-product development process that reduced average time-to-market from 14 months to 8 months and 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, New Technology Integration and e-Business Marketing, Global Marketing, Hydrametal, Inc., Metalworking Systems and Solutions Group, Huntsville, AL, Little Rock, AR, July 2002 to March 2003**

- ♦ Selected to take on this newly created position for entire corporation.
- ♦ Developed and executed equity-investment integration plan that included marketing, operations, and sales plans.
- ♦ Defined industry marketplace issues and opportunities surrounding industrial diamond technologies, and defined subsequent sales/marketing strategies.
- ♦ Led and directed development and launch of new products utilizing unique new diamond technologies.
- ♦ Introduced first-to-market technology solution that increased product performance up to 12X the competition.
- ♦ Visited end-user customers, including Ford engine plants, Saturn transmission plants, and Evinrude, to demonstrate new technologies and their value proposition.
- ♦ Achieved financial objectives as outlined in financial plan by aligning integrated company's operations to sales, scaling acquired technologies, and expanding landscape of technologies to Mexico, Europe, and Asia.
- ♦ Overcame internal obstacles and ensured buy-in by product managers in new diamond technologies.

**KEY E-BUSINESS ACCOMPLISHMENTS:**

- ♦ Collaborated with three direct reports to define marketing objectives, strategy, and tasks to effectively deliver products and services relating to Hydrametal Web site, electronic publishing, and e-procurement.
- ♦ Defined and drove new-business development with emerging e-service firms.
- ♦ Led development of SAP product hierarchy, characterizing nearly 80K SKUs, to support completion of Web catalog and facilitating Hydrametal's ability to map electronic product data from Oracle to end-user customers and e-procurement entities using various platforms, such as SAP.

**Manager, Tooling Systems Americas, Product Management, Hydrametal, Inc., Metalworking Systems and Solutions Group, North Little Rock, AR, 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's appearance.
- ♦ Developed and negotiated 20+ domestic and international licensing agreements between Hydrametal Inc. and several global corporations.
- ♦ Proactively sought to identify critical needs of Japanese OEMs, who control majority of global market.

**Product Manager, Quick-Change Modular Tooling Systems, Product Marketing, Hydrametal, Inc., Metalworking Systems and Solutions Group, North Little Rock, AR, 1995 to 1997**

- ♦ Coordinated new-product development activities and guided new-product success; introduced seven new product groups in FY96; sales of core product portfolio have eclipsed \$750mm since inception.
- ♦ Oversaw sales increases of an average of 11 percent over three years for core product portfolio, representing growth that was 5X the market.
- ♦ Managed entire product life-cycle from strategic planning to tactical activities.
- ♦ Developed and implemented global go-to-market plans, collaborating with all departments to execute.
- ♦ Produced and implemented tactical marketing and sales activities, including product promotions, trade advertisements, sales bulletins, and catalogs.
- ♦ Captured 57 percent of North American-served market.

**Engineer, Advanced Development Engineering, Hydrametal, Inc., Metalworking Systems and Solutions Group, North Little Rock, AR, 1993 to 1995**

- ♦ Created relevant breakthrough technologies; designed, developed, and proved innovative static and rotating tool assemblies and mechanism concepts for new and existing product lines; sales of commercialized designs have exceeded \$29 million since 1990.
- ♦ Co-developed high-speed (36,000-rpm) quick-change rotating spindle-adaptor that is now a global Toyota Motor Standard.

## Education

- ♦ *Master of Science in Business Administration*, University of Arkansas at Little Rock, Little Rock, AR
- ♦ *Bachelor of Science in Business Administration, Summa Cum Laude*, University of Arkansas at Little Rock, Little Rock, AR; earned college and departmental honors

## Professional Recognition

- ♦ Winner, The Advanced Manufacturing & Materials Award, 2004 Awards for Excellence, Whitney Science Center, Little Rock, AR
- ♦ Selected, Hydrametal Leadership Program, Center for Creative Leadership, 2001
- ♦ Granted, US Patent, Number 9,452,570 issued July 1999, Tool Grinding Apparatus
- ♦ Granted, US Patent, Number 8,345,578 issued Dec. 1997, Tool Grinding Apparatus

## Professional Affiliations

- ♦ Society of Manufacturing Engineers (SME)
- ♦ Project Management Institute
- ♦ Product Development and Management Association
- ♦ Kappa Sigma International Fraternity Alumni Association
- ♦ Manufacturers Council of the Little Rock Chamber of Commerce

