

GREGORY A. SIEGELMAN

EXECUTIVE IN RESIDENCE

“A Swiss Army Knife with a Marketing Blade”

- Strategic leader with demonstrated success in planning and executing national campaigns, product launches, channel marketing, website strategy, and innovative sales support tools.
- Strong background in business-to-business (B2B) and business-to-consumer (B2C) marketing having launched over \$2 billion of top branded consumer and commercial products.
- Recognized for ability to “connect the dots” in solving complex business challenges. Proven ability to build and lead high performance teams that focus on flawless execution.
- Possess a broad understanding of business management, offering experience in a variety of industries and distribution channels as well as in operations, finance, and supply chain.

EXPERTISE

Integrated Campaigns	Marketing Operations	Customer Relationship Marketing	Social Media
Strategic Branding	Public Relations	Marketing Communications	Website Strategy
Product Launches	Merchandising	Sale Promotions	Guerilla Marketing

PROFESSIONAL EXPERIENCE

WESTERN KENTUCKY UNIVERSITY, Bowling Green, Kentucky, 2017-Present***Executive-in-Residence***

Teaching courses in Marketing Principles, Supply Chain Management, and Marketing Management (Senior capstone course).
Nominated for college’s Faculty Award for Teaching.

INDEPENDENT CONSULTANT, Louisville, Kentucky, 2014-Present

Provide consulting services to for profit and non-profit institutions in the areas of business start-up and marketing. Clients include the U.S. Small Business Administration, GuardiaCare Services, Inc., SCORE, Jewish Family & Career Services and McKinsey & Company.

WINSTON INDUSTRIES, Louisville, Kentucky, 2012-2014***Vice President, Marketing***

Winston Industries LLC is a family owned innovative foodservice equipment manufacturer which designs, builds, and markets state-of-the-art products for restaurant chains, schools, fine-dining establishments, food stores, and other operations. Responsible for all marketing functions including product marketing, marketing communications, sales support, branding, and social media.

- Created award winning national advertising campaign, highest rated in company history.
- Increased brand awareness of oven and holding cabinet product line resulting in a 27% increase in sales.
- Focused the website, social media, advertising, and public relations initiatives into one integrated marketing program.
- Created state of the art portfolio of sales support materials including brochures, selling guides, educational e-books, and social media tools in support of the Winston sales force.
- Led the company’s 2013 strategic planning process.

TRIMBLE NAVIGATION, Dayton, Ohio, 2010-2011***Director of Marketing and Brand Management***

Trimble is a leading manufacturer of laser, optical leveling and alignment technologies for professional users and do-it-yourself (DIY) customers. Products include rotation, line and point lasers, and automatic levels, etc. Direct responsibility for marketing communications, branding development, literature creation and related resources and budgets. Responsible for the success of the division as measured by revenue growth, market position, and profitability. Led an 8 person worldwide marketing team with personnel based in the United States, Germany, and China.

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SENTRY SAFE, Rochester, New York, 2007-2009

Senior Product Manager, Digital Technology Portfolio

Reported to Sentry's owner and CEO. Responsible for developing global marketing strategy and managing all aspects for the world's first fireproof hard drive product line, ensuring achievement of the company's fiscal and long term goals. Included development of the product strategy, margin requirements, retail placement, promotion planning, communications and inventory management.

- Won 3 innovation awards at the 2008 Consumer Electronics Show.
- Recognized and rewarded for leadership role in the development and launch of the product portfolio.
- Sold over \$1 million of product in the first year of introduction.
- Launched product portfolio in Europe and Japan one year ahead of schedule.

BOSCH SECURITY SYSTEMS, Fairport, New York, 2004 – 2006

Vice President of Marketing – North, South, and Central American Region

Directed regional marketing efforts for a global supplier of innovative security technology that offers a wide range of fire, intrusion sensing, and social alarm systems and components. Led a team of 23 professionals, supporting divisional marketing efforts in the areas of product, channel, and communications marketing, as well as corporate branding, advertising, public relations, and product management. Effectively administered a \$10 million budget.

- Developed strategy that grew sales 35% through the dealer distribution channel. Delivered plans on schedule and with consensus from four regional sales vice presidents.
- Managed marketing mix across the product portfolios of Fire, Integrated Security, Intrusion, CCTV, and Systems Business Units.
- Developed and executed marketing plans that supported regional sales goals accounting for \$246 million in total revenue.
- Evolved the marketing organization into an action-oriented team that was recognized as “best in class” within both Bosch and the security industry.

EASTMAN KODAK COMPANY, Rochester, New York, 1996 – 2004

Director of Digital Camera Marketing and Operations, North American Region

Led a 25-person operations team, delivering \$650+ million in digital products. Led functional areas encompassing supply chain, customer service, demand planning, forecasting, order delivery, billing execution, pack-out, and product returns.

- Awarded “Vendor of the Year” by Wal-Mart, Best Buy, Target, Circuit City, and Staples based on improved supply chain performance.
- Drove process initiatives that resulted in 48% productivity gains year-over-year.
- Established a lean-pull supply chain process based on customer orders in 2001, achieving a 63% reduction in inventory.
- Increased supply chain delivery performance 50% year-over-year, resulting in \$500,000+ in annual savings.

Developed and implemented marketing strategies, programs, promotions, and support tools, contributing to \$350+ million in sales (43% of the Division's total). Managed \$10.2 million in expenses. Built and managed an 8 person team responsible for marketing programs, competitive analysis, public relations, internet, trade shows, advertising, and channel strategies.

- Key channel partners included Wal-Mart, Best Buy, Staples and other major retailers.
- Led team to top ranking for marketing group in the Division.
- Developed the Region's strategic plan for Customer Relationship Marketing and the Internet on-line store that accounted for \$20 million in revenue in 2001.
- Achieved #1 market share position. Sales of digital cameras and inkjet media to end-users increased by 57% and 63% respectively year over year.
- Led the international launches of the division's digital camera portfolios.
- Developed marketing alliances with Iomega and Netscape.

PRIOR WORK EXPERIENCE: Management roles in Finance, Sales Operations, and Marketing at Xerox, Sharp Electronics, and BellSouth.

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EDUCATION

CORNELL UNIVERSITY Johnson Graduate School of Management, Ithaca, New York, 1981
M.B.A., Finance and Marketing

COLGATE UNIVERSITY, Hamilton, New York, 1979
B.A., International Relations/Political Science; minor in Economics

RICHMOND COLLEGE, London, England
International Study Abroad Program

CENTER FOR CREATIVE LEADERSHIP: Leading for Organizational Impact: The Looking Glass Experience.

THE NIAGARA INSTITUTE: Leadership Development Program.

BLACK BELT CERTIFIED: Management level. Six Sigma experience includes Marketing for Six Sigma and lean manufacturing processes.