

KRISTIN LUDWIG

██████████, Aurora, IL 60506 ♦ (██████████) ♦ ██████████

OBJECTIVE AND SUMMARY OF QUALIFICATIONS

- Dynamic leader with a proven history of developing highly productive product development and marketing teams
- Expert in the conceptualization, development, and marketing of successful, award-winning B-to-B and B-to-C products
- Versatile skill set with demonstrated career progression
- Outstanding record of strategic planning at both the corporate brand and product level
- MS/MBA with extensive international experience in Europe, Japan, Canada, Central and South America

EXPERIENCE

02/2018 to present

CompTIA
www.comptia.org

Downers Grove, IL

The leading association for the technology industry

Director of Product Management

- Responsible for the development of product management processes, including creating models and templates for category and individual product strategies, market opportunity assessments, road mapping, and financial forecasting
- Ownership of the Advanced Infrastructure Certifications Portfolio, with responsibilities including strategic planning for the category and individual products, product proposal and analysis, product performance, product innovation, new product development oversight, go-to-launch planning, product life cycle management, pricing, budgeting, forecasting, and coordinating strategies between departments.
- Created and executed a full set of product management tools, and provided training to the team
- Developed a new Stage Gate process, tracking and reporting tools for product management and product development

01/2016 to 02/2018

Alpine, an ITW Company
www.alpineitw.com

Glenview, IL

The market leader in delivering software solutions for the residential construction industry

Marketing Director

- Responsible for leadership of the marketing department, including strategic marketing, marketing communications, product management, and product training. Provide prioritization, guidance, and oversight to Product Development
- Redesigned product development process to improve efficiencies and reduce time to market
- Realigned the department to incorporate strategic marketing, fill product management gaps, remove costs, and maximize strengths of existing team members
- Developed a new Stage Gate process, tracking and reporting tools for product management and product development
- Manage a team of direct and indirect reports (10 total)

09/2012 to 01/2016

Valent Biosciences Corporation
www.valentbiosciences.com

Libertyville, IL

The global leader in biorational products for commercial agriculture

Marketing Manager

- Global marketing responsibility for Microbial (Biorational pesticides for agricultural use), including product development oversight
- P&L responsibility for crop protection line in U.S. and Canada, including DiPel, the leading Biorational pesticide brand in the world
- Global business management responsibility for Environmental Protectants a new acquisition by the company, including oversight of product development
- Grew Environmental Protectant line by almost 30% in sales within first year of acquisition
- Developed and identified business opportunities, created and tracked to financial forecasts, managed budgets, developed segment specific marketing and business plans, led business unit branding strategies, and worked with global regions to implement strategies
- Managed a team of direct and indirect reports (11 total)

09/2009 to 9/2012

Briggs Healthcare
www.briggscorp.com

Waukegan, IL

An industry leader in consumer home health products

Director of Product Development and Corporate Development (8/2011 to 9/2012)

- Promoted to oversee new department, directing all product development and corporate acquisitions, including directing all marketing research, engineering, data analysis, forecasting, marketing and sales planning for the department
- Created strategic plans for new business growth of high opportunity categories (B-to-B and B-to-C)
- Pioneered a company-first process for transformational new product development, conceptualizing and developing several proprietary new product lines, utilizing contract engineering and manufacturing
- Successfully acquired and integrated new products and companies, achieving mass and independent retail adoption.
- Supervised a department of direct reports (5 total)

Senior Product Development Manager (7/2010 to 8/2011)

- Promoted to focus on the development of new products: conceptualization, product design, product development, commercialization, and launch, supervising two direct reports. Assigned product categories included the largest, cornerstone product classes for the company.
- Exceeded product revenue expectations in all assigned product classes. Launched 33 new product lines (including 5 new-to-market exclusive lines), surpassing new product revenue goal by 31%.
- Awards: MedTrade's "Best Use of New Technology" Award; Press: Wall Street Journal "Medical Products Adopt Style" online lunch break story, Wall Street Journal "Design Flair for the Least-Styleish Devices" Health & Wellness section

Product Category Manager (9/2009 to 7/2010)

- Responsible for the development and implementation category plans, including product assortment, sourcing manufacturing, negotiating costs, competitive analysis, product positioning, marketing, pricing, forecasting, and new product launch. Assigned product lines represented approximately 60% of revenues for the company and included Class I and II devices.
- Ideation, evaluation, and all go-to-market activities for new products. Proven track record of exceeding new product revenue expectations. Grew Respiratory product category by 13.4% in an otherwise flat to declining category by finding unmet market needs. Surpassed revenue goal for a new documentation product (MDS) by 400% by creating a novel auto-renewal program.

07/2008 to 09/2009

Sysmex America Inc.
www.sysmex.com/us

Mundelein, IL

The industry leader, and largest hematology and urinalysis instrumentation company in the world

Product Manager, Life Sciences

- Responsible for new cancer diagnostic products (Class III devices), including designing, directing, and budgeting colon cancer feasibility studies, in-depth market, industry and competitive analysis, product positioning research, and ROI, reimbursement and market share analysis. Key participant in the FDA PMA submission process for breast cancer diagnostic assay.
- Worked with external collaborators including surgeons, pathologists and other hospital staff members. Observed surgeries and pathological examinations as part of job function. Domestic and international travel involved frequent collaboration with other markets, including Europe, Japan, China, Asia-Pacific, and Central and South America
- Identified and researched new business opportunities for potential acquisition.
- Awards: Sysmex's Outstanding Team Award (two-time recipient)

02/2001 to 07/2008

Ball Horticultural Company
www.ballhort.com

West Chicago, IL

The industry leader, and largest ornamental horticulture company in the world

Product Marketing and Brand Manager, North America (2005-2008)

- Promoted to develop and implement B-to-B and B-to-C strategic, integrated marketing campaigns for large-scale initiatives. Responsible for 67% of seed business, 81% of vegetative business, and 100% of third party and other business ventures.
- Brand Manager for multiple brands, including the Wave Petunia, the most recognized plant brand in commercial horticulture and the leading brand for Ball. Developed and managed the identity, budget, forecasting and pricing. Directed print and television advertising (over 131 million households), social media and internet (over 15 million impressions, award winning website) and PR (over 100 million impressions). Maintained 85% market share.
- Determined marketing priorities, messages and themes for all trade shows, sales meetings, customer training events, trials and sampling programs. Key account training included Wal-Mart, Home Depot, and Lowes.
- Primary liaison between R&D, Sales, and Marketing Services for new product launches. Lead marketing liaison between North American marketing and Asia-Oceanic Region.

Global Product Manager (2002-2005).

- Promoted to manage a portfolio of new-to-industry products, including my own inventions. Collaborated with partners in Europe, Central and South America, Central Asia and Australia.
- Directed research to support product claims. Determined product positioning, forecasting, pricing, and product training.
- Achieved average growth of primary product line of 34% per year, from a new product concept
- Awards: AAS Award for a new F1 Phlox, Missouri Botanic Garden's Plant of Merit, Company Best New Product, Company Most Innovative New Product, Texas A&M People Pick Award, Burpee's #1 selling seed of the year, Better Homes & Gardens Best New Annuals; Press: Better Homes & Gardens, Gardening How-To, Fine Gardening, Garden Design

New Product Development Specialist (2001-2002)

- Evaluated and developed products for commercial development, utilizing traditional breeding methods and biotechnology.
- Managed international relationships for the acquisition of product.
- Designed and implemented global trialing for potential products, supervising a staff of technicians and interns.
- Awards: North Texas Winners Circle

Consistent work history prior to 2001

EDUCATION

- **MBA (December 2011), Northern Illinois University**
Majors: International Business and Marketing
- **Master of Science (September 2004), University of Illinois**
Major: Natural Resources and Environmental Science, Emphasis: Plant Physiology and Biochemistry
- **Bachelor of Science (December 1999), Northern Illinois University**
Major: Biological Sciences, Emphasis: Biology, Genetics, and Chemistry

PROFESSIONAL MEMBERSHIPS, EXPERIENCES, ACCOMPLISHMENTS, & COMPUTER SKILLS

- **Professional Memberships**: Diagnostic Marketing Association (DxMA), AdvaMed (member of IVD coding committee and participant in Diagnostics Payment Work Group, 2008-2009), Marketing Leadership Roundtable (2007-2008); Board of Directors for Illinois Leadership Council for Agricultural Education (2002-2008), Certified Pet Partners (2008 to present)
- **Public Speaking**: Frequent professional guest speaker and instructor for local schools, libraries, colleges, trade shows and symposiums.
- **Volunteer Work**: Certified Pet Partner since 2009, specializing in working with children in group foster homes, hospitals, schools, libraries, and special events. Founder and Managing Director of NUBS (www.houseofnubs.org) A non-profit 501(c)3 with the mission of building resiliency in child survivors of abuse and trauma through the inspirational stories of rescued animals who are bravely giving life a second chance
- **Patents**: *Brunnera macrophylla* 'Silver Lining' PP 19851; Sliding Reacher Handle US 2014/0035305 A1; Cane Accessory Patent Pending
- **High skill level in Microsoft Word, Excel, Access, PowerPoint, Project, SAP**