

PRODUCT LINE MANAGER

Product Line Manager with 15Y+ of product development experience with total responsibility for Profit & Loss.

Successful product introduction is *really* difficult to execute. I identify product portfolio gaps with the biggest market potential and create detailed business plans to develop highly-specific technical products – launching new offerings that delight customers and meet corporate financial goals. Specific expertise includes:

Market-Driven Product Development • Product Roadmap & Portfolio Strategy • Profit & Loss Management
Product Life-Cycle Management • Lean Six Sigma • Strategic Product Planning • B2B Pricing Strategy

PROFESSIONAL EXPERIENCE

II-VI Incorporated

Sherman, TX

2018 – 2020

Product Line Manager: Market definition role responsible for metrics like product growth, revenue and profit goals, roadmap and specification development, strategic account oversight, and global marketing strategy for VCSEL lasers.

- On-boarded two lead customers to new flagship laser VCSEL product line – \$100M projected revenue over 5Y. Responsible for complete product definition, customer inputs, and performance-price roadmap for new-to-world technical offering.
- Eliminated inherent eye-safety risk (largest barrier to market adoption) by prioritizing component integration; reduced customer layout space 61%, increased product margin 19%. Strong IP protection prevents commoditization.
- Introduced new go-to-market strategy; partnered with key sensor vendor, released an ‘approved reference design’ with custom packaged VCSEL laser – anticipated \$10M in revenue over 2Y in consumer mobile space.
- Launched new VCSEL laser into automotive space; new in-cabin sensing platform with planned 10Y roadmap, 60%+ contribution margin. Satisfied demanding internal and external automotive audits with difficult customer.
- Avoided 8% margin erosion by creating product cost-out roadmap for a commodity product that aligned with negotiated customer price reduction targets.
- ‘Pruned’ product line offerings, increased portfolio margin 11%; performed data analysis to identify and isolate products that didn’t align with growth-strategy or adjacent product pull-through. Managed legacy product EOL, maintained 100% customer line uptime.

Eaton **Sherman, TX** **2013 – 2018**

Director of Engineering: Organized and led all product development functions: New Product Design, Engineer-to-Order, and Product Cost Reduction (3 domestic plants, 4 product lines; 8 direct, 15 indirect reports). Defined multigenerational product roadmaps to evolve decades-old consumer lines.

- Overhauled Engineer-to-Order design process with Lean Six Sigma methods; reduced lead-time by 55%, grew sales 36% YOY to \$4M in 2015. Implemented a quality gate, improved yield by 28%.
- NPD champion; grew vitality sales (\$35M sales, 29% growth) across four product lines in 2017.
- Executed DFM (Design-for-Manufacture) project to reduce 21% of material and 38% labor using Lean Six Sigma methodology on a \$4M flagship line; 2 patents awarded, 2 pending.
- Developed and implemented tiered engineering career path ladders, succession plans, individualized development plans, and organizational capability assessments.

Eaton **Highland, IL** **2012 – 2013**

Engineering / Program Manager: Established VA/VE team (3 direct, 6 indirect reports); implemented a change-based culture to long-dormant product lines by spearheading material- & cost-reduction projects with Supply Chain, Operations, and Product Line Managers.

- Strategic oversight for \$4.0M (3% COGS) annual material reduction across seven production sites.
- Key M&A transition member; identified \$2.4M in actionable synergy cost-out cross-divisional projects.

Emerson Automation Solutions **McKinney, TX** **2003 – 2012**

Senior Design Engineer: Design lead for a global project team (9 indirect reports), consolidated pressure regulator products obtained through acquisitions with legacy products, forming a unified platform.

- Executed 6-year initiative to reorganize product architecture for mid-tier platform; formulated IP strategy – 14 awarded patents.
- Converted 20 disparate designs to a unified portfolio with 6 high-margin offerings (\$21M increase in addressable market, 63% supplier reduction, 54% component reduction, 28% margin increase).
- Led two Chinese product design teams; mentoring, managing deliverables, driving consistent vision.

EDUCATION

University of Texas at Dallas **Richardson, TX** **2015 – 2017**
M.S. & MBA: Innovation & Entrepreneurship

Southern Methodist University **Dallas, TX** **1997 – 2002**
B.S.: Mechanical Engineering, Minors: Computer Science, Mathematics