
MARKETING & SALES EXECUTIVE

Executive with track record of driving profitable growth for clean technology and environmental businesses by utilizing skills in marketing and sales, general management, and strategic growth planning and execution. Adept at identifying business opportunities using incisive analytical skills, developing strong business plans and high impact commercial strategies, then executing to achieve results by effectively managing people and resources. Excel at new product planning, product commercialization, market development, investment prioritization and driving efficiency. Experience managing P&L. Conscientious, determined and driven.

EXPERTISE

- Marketing & Sales Management
- General / P&L Management
- Global Product Management
- Managing Teams & Resources
- Strategic Planning
- Analytics

EXPERIENCE AND ACCOMPLISHMENTS

CONVERTED ORGANICS INC., Boston, MA

2009–2012

Converted Organics Inc. (NASDAQ: COIN) is a cleantech company with three BU's: 1) food waste-to-organic fertilizer; 2) vertical farming; and 3) technology that uses waste heat from landfills as thermal fuel to treat industrial wastewaters.

Vice President, Sales, Marketing & Operations, 2011-2012

Managed organic fertilizer business and a new acquisition, TerraSphere Systems, a business that reduces the energy- and water-intensity of field agriculture by building vertical farms in cities, close to where people live.

- Took a business that was losing \$2.4M per year to near cash flow break-even by managing the operations of the company's first vertical farm in Vancouver: selected profitable crops to grow, drove throughput, and cut costs.
- Wrote the business plan for the vertical farming business, set market strategy and selected target customers.
- Defined and developed consumer brand for launch into competitive, packaged produce, retail market segment.
- Garnered licensees of our technology and established license fees, equipment prices and royalties.

Vice President, Sales & Marketing, 2009-2010

Developed and executed the marketing plan to launch organic fertilizers (derived from food waste) into the agribusiness, professional turf and consumer markets, by offering substitutes for petroleum-based synthetics.

- Managed Director of Sales, Director of R&D, marketing coordinator, and team of eight sales representatives.
- Developed and executed go-to-market plan, growing sales from \$1.3M (2008) to \$4.0M (2010).
- Drove 130% growth in sustainable agriculture business by leading tactical execution at Agrium and Helena Chemical, the two largest agriculture retailers in North America.
- Penetrated Home Depot, Whole Foods, Wal-Mart and Sam's Club with an organic lawn fertilizer for consumers.
- Developed and executed Home Depot marketing program, generating 130% "same store" sales growth, resulting in this retailer expanding the number of stores that carried our brand from 90 to 160.
- Won Boston Ad Club's "Idea Award" for the most effective marketing program driving a "leading innovator."
- Built brand awareness by establishing social media presence on facebook®, twitter, YouTube and Linked in®.

CARBONLEAF CONSULTING LLC, Wellesley, MA (www.carbonleafconsulting.com)

2008-present

CarbonLeaf Consulting LLC serves clean technology companies by providing management consulting services with expertise in: 1) business plans; 2) marketing plans; 3) financial modeling; and 4) technology scouting.

Harvest Power	Developed marketing plan for the commercialization of back-end products for this leading waste-to-energy and organics recycler (Global Cleantech 100 Company).
Encendia Biochar Inc.	Board of Advisors; provide guidance to management on plan to commercialize biochar, an organic waste-derived product that enriches soil and sequesters carbon.
ThermoEnergy Corp.	Developed marketing plan enabling company to use its technology to recover nitrogen from clean energy plant's waste stream, then convert it to fertilizer for sale.
Metabolix Inc.	Developed marketing plan and selected target markets for company's bio-based, biodegradable plastics that serve as substitutes for petroleum-based plastics.
Thermoforte Inc.	Developed business plan for manufacturer of a material that improves energy efficiency and reduces costs in wind farm and electric transmission applications.

CLEAN HARBORS, INC., Braintree, MA

2004–2007

Clean Harbors, Inc. (NYSE: CLH) is the leading provider of environmental, energy and industrial services and the largest hazardous waste disposal company in North America (\$1.0B revenue).

Vice President & General Manager, Professional Services Business Unit, 2006–2007

Promoted to manage \$63M business unit. Managed P&L and a staff of 16. Reported to Executive Vice President, Sales and Marketing.

- Grew onsite environmental management business from \$62M to \$76M, 100% of budget, by winning 20 new customers for key product line in target markets by effectively directing sales teams and tactical sales execution.
- Integrated new acquisition's onsite services business, resulting in 13 new customers and \$6M in revenue.
- Initiated and implemented standardized dashboard metrics to measure and drive continuous improvement in service quality at eighty sites, resulting in retention of 100% of onsite environmental management customers.
- Organized and repositioned chemical recycling business, enabling customers to derive value from waste streams.

Vice President, Sales & Marketing, Pharmaceutical & Biotechnology Market, 2004–2005

Developed and executed the business development strategy for the \$38M Pharmaceutical & Biotechnology market segment as part of corporate growth initiative.

- Grew market revenues from \$38M to \$44M by developing high impact commercial strategies, managing team of three corporate account managers, and directing North American sales force.
- Re-allocated sales force to call on accounts with high growth potential to insure coverage at industry leading pharmaceutical, biotechnology and generic firms, resulting in \$3M of new business.
- Spearheaded sales effort, negotiated and won sole source contracts at Johnson & Johnson and Schering-Plough valued at \$16M annually by leading bid response team and delivering presentations at key corporate accounts.
- Positioned company for long-term growth in vertical market by forming strategic relationships with complementary service providers, in order to fill gaps in product portfolio and meet critical customer needs.
- Selected to work with McKinsey consulting to develop corporate strategy to drive growth and control costs.

WATERS CORPORATION, Milford, MA

1997–2004

Waters Corporation (NYSE: WAT) manufactures analytical instruments, bioinformatics and consumables products that are used by industries to measure the chemical, physical and biological composition of materials (\$1.5B revenue).

Group Product Manager, Strategic Business Division, 2001–2004

- Managed aftermarket services business and team of five product managers, growing business from \$56M to \$90M in two years by bundling service plans at point-of-sale and by improving plan renewal rates.
- Wrote business plan which led to Waters entry into clinical market with a bundled instrument/services solution.

Group Product Manager, Consumables Division, 1999–2001

- Managed products generating \$65M in revenue (two-thirds of division revenue) and three senior product managers, driving growth in mature portfolio via improved customer segmentation and product positioning.
- Created and led cross-functional new product development team, improving ROI on a \$5M R&D budget.

Senior Product Manager, Consumables Division, 1997–1999

- Managed top-selling brand, growing sales 44% to \$13M in two years by launching complementary products.

PROFESSIONAL PROFILE

Education	MBA, Yale School of Management, 1997 Master's degree in Environmental Management, Yale University, 1997 BA, College of the Holy Cross, 1988
Environmental Leadership	Climate Leader, Climate Reality Project, August 2012 Trained by Al Gore to educate the public about climate change and its solutions
Memberships	New England Clean Energy Council