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SUMMARY

- Resourceful, innovative professional with years of practical experience in Marketing and Product Management within manufacturing industries
- Growing business through exceptional skills in analysis, strategic planning, strong client relationships, and identification of new business opportunities
- Proven skills in organization, operational improvement, team leadership and project management

SKILLS & KNOWLEDGE

Marketing

- Analysis & Planning
- Product Management
- Advertising & Promo
- Sales Support

Management

- Cross-functional Teams
- Project Leadership
- Dealer Relations
- Customer Relations

Product Expertise

- Disposable Plastics
- Reagent Systems
- Cell Culture
- Instrumentation

Markets

- Pharma Industry
 - R & D Laboratory
 - Clinical Laboratory
 - OEM
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PROFESSIONAL EXPERIENCE

LIFE SCIENCES, INC.

2005 - 2007

Marketing Manager

LSI is a small biochemical manufacturer specializing in nucleic acid modifying enzymes.

- ▶ Installed new website with shopping cart, increasing traffic 4-fold.
- ▶ Developed and installed Design Control and other SOPs in for ISO 13485 registration.
- ▶ Managed product development and introduction of trehalose powders and solutions, a potential million dollar product line.
- ▶ Supervised installation of DNA analysis lab for in-house R&D and as a model for sales of the lab as a pre-fabricated product.
- ▶ Managing customer service, marketing assistant and technical personnel as assigned.

NALGE NUNC INTERNATIONAL (THERMO FISHER SCIENTIFIC)

1998 – 2004

Product Manager, Containers

NNI is an ISO 13485 certified manufacturer of branded plastics serving laboratory and industrial applications.

- ▶ Managed mature, high margin container line with greater than 90 percent market share.
- ▶ Developed new growth in value-added containers for pharmaceutical intermediate storage.
- ▶ Achieved an average 20 percent annual growth in Biotainer segment for five years.
- ▶ Led new product development teams making five launches and two resin changes.
- ▶ Developed and maintained key new customers including GSK, J&J and others.

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IN VITRO SCIENTIFIC PRODUCTS, INC.

1992 – 1998

Marketing Manager

IVSP was a manufacturer of specialized plastic products (roller bottles) for pharmaceutical companies; subsequently acquired by Nalge Nunc International.

- ▶ Developed all marketing activities in this newly created position including aspects of customer and technical service.
- ▶ Introduced Biotainer line with dramatic **300% growth in the second year of sales.**

NUNC, INC.

1987 – 1992

Product Manager, Cell Culture Plastics

A new company formed through purchase (by A/S Nunc, Denmark) of Bayer molding facility.

- ▶ Managed Nunc and Lab-Tek brands of cell culture products, combining lines for unified marketing with a new catalog and collateral materials.
- ▶ Identified distribution limits and added national distributors for greater growth in this biotech plastics line.
- ▶ Controlled margin on heavily discounted product range, increasing margins on commodity Petri dish line producing an additional **\$300,000 profit per year.**

EARLIER POSITIONS

BAYER, INC / MILES SCIENTIFIC DIVISION

1974 – 1987

Product Manager, Hematology & Plastics

- Managed HEMA-TEK line of slide strainers and related disposables.
- Managed bacteriology and cell culture plastics lines.

Marketing Communications Manager

- Managed all creative and execution of advertising and promotional materials for both dealers-based and direct businesses.
- Supervised agencies, internal staff and other vendors.

Advertising and Promotion Manager

- Developed first unified catalog for direct-selling business unit, beginning a period of prolonged growth.
- Introduced quarterly newsletter to announce new products, stimulate customer interest and direct mail response.

Market Development Manager

- Secured new equipment product lines for company.

EDUCATION/PROFESSIONAL TRAINING

University of Maryland, Mathematics Major

Additional coursework in Time Management, Dale Carnegie Sales Techniques, Safety, Legal (Patent/fair trade), strategic planning, *Marketing for Small Business*, and Product Management.

Jon West - Supplement

Selected Responsibilities and Accomplishments

- Managed all aspects of the company's product lines including development of marketing plans, hiring and firing, scheduling work and activities, training, budgeting, establishing policies and procedures, performance evaluation and motivation of employees.
- Enhanced the development of new products by pioneering the concept of cross-functional teams. Organized and implemented use of these teams for product development, review of product changes and publication data. Promoted a team-based work atmosphere based on overall ownership in the process.
- Identified a major growth market through research and distributor sales reports. Proved to senior management that the company had a footprint in this segment that represented a high growth opportunity.
- Increased sales and customer satisfaction while taking business from the competition. Ran a seasonal promotion to stock up customers in advance of winter, when weather could adversely affect product quality and delivery. Promotion created a 4th quarter sales spike and re-established business with customers that had converted to generic products.
- Reviewed and restructured the company's inventory to improve service levels. Established a new standard that increased production runs, providing higher yields and less downtime from the same resource, reducing unit costs and backorders.
- Increased sales revenue through review and redesign of the company's website. Created a much more informational and user-friendly site with increased content, shopping cart and merchant account. Traffic increased 4-fold with Internet sales expected to increase company revenues by 6%.
- Surveyed customers to ascertain needs that could yield new products. Developed a new product line that reached \$1.2M in annual sales within 2 years, and 20% annual growth for 7 years.
- Enhanced client satisfaction by installing a new work order system to ensure clarity of instructions to vendors and improve internal review. Use of this new project tracker improved service levels and relationships with agencies, printers, advertising media and in-house customers.
- Served as gatekeeper for all issues relating to assigned products. Signed off on all specifications, process changes, development, pricing, and advertising goals. Succeeded in maintaining a high market share, improved quality and higher profit margins.
- Increased efficiency and morale while reducing costs by integrating the marketing communications activities of 2 merged divisions. Reorganized departmental staff to ensure everyone had involvement with projects from both units. Virtually eliminated possessiveness, and promoted the exchange of resources and ideas from both camps. Reduced department head count by 20%.
- Revamped the company's irregular newsletter of indeterminate value. Partnered with a direct mail consultant to improve design and content. Quarterly publication of this newsletter produced increased sales the month following its distribution and became an important means of introducing new products.
- Built strong business relationships with both customers and departments within the company. This served to expedite handling customer quality and service problems by partnering with internal QA and engineering. Customer relationships built on trust brought ongoing sales and new business through referrals.