

Douglas L. Quackenbos

136 Fairview Lane, P.O. Box 1953, Davidson, NC 28036
704 728 6469 Doug.Quackenbos@moore.sc.edu

ACADEMIC & UNIVERSITY INVOLVEMENT:

- Adjunct Professor of Marketing at the Darla Moore School of Business, University of South Carolina.
 - Developed and taught MKTG 451: "Sales Automation and Customer Management." Spring 2016.
 - Developed and taught MKTG 712: Business-to-Business Marketing, PMBA course, Fall II '15. Piloted first course taught from Charlotte location.
- Key areas of academic interest are: Sales (CRM) and Sales Process Engineering, Sales and Marketing automation, Business-to-Business Marketing and Global Business Development.
- Completed "FDIB" Faculty Development in International Business at Darla Moore School of Business at the University of South Carolina. Followed the Survey of IB program led by Dr. Andy Spicer. June 2015.
- Regular guest lecturer at USC DMSB since 2006, participating in Marketing and International Business courses at MBA and undergraduate level, as well as Latin American business courses.
- Frequent guest lecturer; leading case presentation of the Walter Meier Brazil Expansion Case Study (in which I am the protagonist), written by IMD President, Dominique Turpin and Martin S. Roth, Dean of the Barney School of Business at the University of Hartford. Also, presented the Black & Decker European Expansion Case Study, an initiative in which I had significant personal involvement as head of Italian business unit.
- Core member of organizing committee for USCIB40: 40th Anniversary of International Business at University of South Carolina, Oct. '14. Speaker at USCIB40. Presented: "The Future of International Business Preparedness."
- Active supporter of University of South Carolina DMSB, consistently promoting academic programs, hiring five interns over past years, and mentoring graduates in career development. Regular practitioner contact for interview and discussion regarding students' academic and professional projects and papers.
- Elon University, Teaching and Learning Conference participant, August 13, 2015. TLC15, "Designing Engaging Learning Experiences;" with special focus on new technologies and on-line learning strategies and techniques.

PUBLICATION:

- Quackenbos, Douglas, Richard Ettenson, Roth, Martin S., and Seigyoung Auh (2016), "Does your Company Have What It Takes to Go Global?" Harvard Business Review, HBR.org. April 2016.

EDUCATION:

Master of International Business Studies (MIBS), University of South Carolina. Columbia, SC. A two-year, full-time international **MBA** curriculum. Italian Track, May 1992. Six-month internship in credit dept.: 3M Italia S.p.a.

Bachelor of Arts, Stetson University, Deland, Florida. Spanish/French major, General Business minor. December 1986. Paid for college education by working for family construction company during summers and vacations.

IMD Executive Training, Lausanne, Switzerland. Executive management education, week-long seminars on Leadership, 1999 and Marketing, 2001. Program led by Dr. Sean Meehan, Martin Hilti Professor of Marketing.

HubSpot Inbound Certified, 2015. Recognition from marketing automation company HubSpot that: "you have proven your proficiency of the inbound methodology."

Language skills: Native English, Fluent in Spanish, French and Italian. Proficient Portuguese. Basic German.

PROFESSIONAL PROFILE:

Multilingual, seasoned, strategic GLOBAL MARKETING EXECUTIVE with broad, proven expertise in:

**Sales • Business Development • B2B Marketing • Latin America • Product and Channel Marketing
• Strategic Planning • Europe • Foreign Market Entry • Sales and Marketing Automation • Sales
Process Engineering • New Product Development and Introduction • Market Research**

Consistently identify growth opportunities and implement fact-based evaluations to execute business plans. Increase shareholder value by enhancing the potential of resources and reducing risks. Use creative thinking to develop and deliver innovative initiatives and new business models to drive profitability. Deep knowledge of and experience in Latin America and Europe. Use unique cultural and foreign language skills to work effectively within different societies and economies around the globe. Strong and updated technology skills.

PROFESSIONAL EXPERIENCE:

JPW INDUSTRIES INC. (formerly Walter Meier Manufacturing Inc.), Nashville, TN

JPW Industries is a leading manufacturer and marketer of industrial and wood working machinery and industrial equipment sold under the JET, Wilton and Powermatic brands.

Head of Global Business Development

January 2012 – June 2015

- Carried out global analysis of potential growth opportunities, arriving at key focus on Latin America; development efforts to establish JPW JV subsidiaries in Mexico, Brazil and Costa Rica with unique models for each.
- Developed and implemented new business model: “Direct Connect - American Pricing Initiative” across Latin America, including removal of previous “Buy-Sell” partner from region. 2014 Sales growth of 15%.
- Led up Hispanic/Latino market JET Brand study to understand how to strengthen market segment.
- Launched Powermatic woodworking and Wilton metalworking products into Canadian market, including analysis and development of potential alternative distribution strategy.
- Executive Team member, reported to CEO and President. Also served on Benefits Committee overseeing compliance of 401K plan and employee benefits program.

Director of Channel Sales

June 2008 – December 2011

Reported to Executive VP of Sales to lead up sales and marketing activities for \$100M portfolio of National Accounts, including catalog houses: Grainger, MSC, Fastenal, McMaster-Carr, PTS, etc. as well as Buying Groups: AD, NetPlus, Sphere1, wholesalers such as ORS Nasco and Orgill and automotive channel. Oversaw development of Internet strategy for channel growth. Led growth of 9% CAGR over tenure in role.

- Rebuilt and refocused team of four National Account Managers, plus Training Manager.
- Completed strategic exit of National Home Center Channels: Home Depot, Lowes, Sears and Menards.
- Served as internal consultant for Sales Structure reorganization: (including Field Sales organization)
 - Internal team: Developed and implemented the reorganization of internal sales team, improving efficiency while reducing six positions.
 - External Sales Force: Developed, presented and gained approval for reorganization plan of agency sales force; eliminating four weaker performers and reinforcing remaining 14 stronger ones.
- Hired five new managers and directors using personal connections and LinkedIn resources.
- Training: developed strategy to create comprehensive training program for internal team and sales personnel.
- Managed \$4M sales activities in Latin America through Buy-Sell arrangement and in Canada via agency.

Joined company as VP Sales & Marketing for Latin America and Canada. Position was eliminated following major restructuring in early 2009 at which point I took new role as Director of Channel Sales as per above.

SONOCO PRODUCTS INC. Hartsville, South Carolina

June 2006 – May 2008

Business Development Manager, Cascades Sonoco Joint Venture,

Directed all marketing and business development activities for \$175M joint venture between Sonoco (\$3.6 billion packaging leader based in Hartsville, SC) and Cascades of Quebec, Canada. Cascades Sonoco is the market leader in the protective roll packaging market for the paper industry. www.sonoco.com

- Sales growth of 12% in 2006 and 4% in 2007 in shrinking market.
- Launched two new products and led development of three additional new core products.
- Analyzed business development growth projects for new areas: adhesives, food grade paper and grip sheets.

Independent Marketing Consultant, Charlotte, NC

March 2005 – May 2006

Managed own marketing consulting business. Main client was Positec Inc., Chinese power tool manufacturer, aiding in the expansion of the Americas operation through the launch of new products.

- Developed key customer programs and presentations for national launch of Rockwell brand.
- Defined and developed additional new products, including packaging and POP materials.
- Created web page for professional WORX brand of power tools with link to key customer Lowe's.
- Developed and implemented launch strategy for Latin America for branded and private label tools.

Also, provided on-going North American market research support to Spanish clients: Irega SA. and Quilosa SA.

NEWELL RUBBERMAID INC.

June 2003 – February 2005

V.P. Marketing - Power Tool Accessories, Irwin Industrial Tools, Huntersville, NC

6/04 – 2/05

Promoted internally to direct marketing activities for \$150M Irwin division of **Newell Rubbermaid**. Led strategic and operational plans and direction of five product and four channel marketing managers, communication and event marketing departments. Reported to President - Irwin Industrial Tools, NA. www.irwin.com

- Aided in growth of Irwin branded business 11% in 2004
- Improved profits 30% vs. previous year through restructuring of overhead and improving margin mix.
- Launched four new key products generating over \$1.5M in sales in 2004.
- Reorganized and consolidated team; building new channel organization.
- Refocused event marketing program on NASCAR activities for higher impact.

Director of Marketing- Southern Europe, Newell Rubbermaid, Madrid, Spain

1/03 – 5/04

Recruited by former colleague to direct strategic and operational marketing activities for \$135M Home Decor division of Newell Rubbermaid for Southern Europe (France, Italy, Spain, Portugal and Benelux). Managed five country marketing managers across region plus two staff product managers. Reported to Division President.

- Implemented brand harmonization and sku reduction program; resulting in development of single brand, product and packaging solution for region and the elimination of 5800 skus.
- Refocused, aligned and coordinated marketing activities of region to match European objectives.
- Launched strategic new products in region, generating over \$650K in sales in 2003.
- Developed key regional Account plans for Leroy Merlin and Castorama.
- Global Strategic Business Unit leader for \$300M Basic Drapery Hardware business.

HILTI

January 1998 – December 2002

Head of Marketing, Hilti Spain, Madrid, Spain

Directed marketing activities for \$138M leading multinational firm in fastening and demolition systems for the construction industry. Managed team of nine product managers as well as communication and market research departments. Reported to General Manager/President – Hilti Spain. www.Hilti.es

- Key participant in development and implementation of strategic plan (developed with Bain & Co.) focused on “Customers, Competencies and Concentration” that more than doubled sales in five years, helped to take five points of market share and increase profitability.
- Implemented new business models for core business units (Diamond technology products, Breaker Hammers, Installation Systems) helping to regain leadership position, increase market share and “lock-in” customers.
- Key member of global new product development team, leading local market introduction component.
- Improved profitability by carrying out product line profitability study; analyzing trade, channel and size dimensions focusing on key areas as well as implementing operational expense reductions.
- Improved internal marketing skills by helping develop and implement in-house marketing training.

BLACK & DECKER INC.

June 1992 - December 1997

Director of Marketing- Consumer Products, Black & Decker Spain, Tarragona, Spain 11/96-12/97
Managed \$22M division, including budgeting and commercial plans. Reported to General Mgr. - B&D Spain.

- Successfully launched "Versapak" range of interchangeable battery operated power tools.
- Organized and implemented Father's Day campaign using television and press media, selling \$1.2M.

Business Unit Manager- Professional Products, Black & Decker Italy, Monza, Italy 8/95-10/96
Managed \$22M division, including budgeting and commercial plans. Reported to General Mgr. - B&D Italy.

- Implemented the launch of the DeWalt brand of professional power tools and accessories; managing transition from three brands to two. Distributed to more than 600 points of sale.
- Fought and won effort to get six key products added to DeWalt range to fulfill local needs.
- Drove the creation and development of special end-user demonstration team.

SBU Manager-Professional Products, Black & Decker Latin America, Miami, FL 1/94 - 7/95
Directed \$45M Strategic Business Unit through pan-regional matrix. Reported to President - B&D Latin America.

- Drove the launch of DeWalt brand of professional power tools throughout Latin America.
- New Product Development: created range of 35 new products for region, including derivative products.
- Participated as member of Global Professional Power Tool Strategic Business Unit.

Supply Chain Manager, Black & Decker, Inc. - Power Tools, Baltimore, MD 1993
Managed demand and production planning for \$120 million portfolio at corporate headquarters.

Power Tools Sales - DeWalt, Black & Decker, Inc. US, Miami, FL
1992

- Demo and sales support member for US launch of DeWalt power tools and accessories.

US FERN COMPANY 1987 - 1990

Costa Rica division of Pierson, Florida based company.

Site Manager, San José, Costa Rica

Managed American-owned export company specialized in the cultivation of ferns for floral industry. Reported to owners. Responsibility for daily supervision of four direct reports and fifty employees.

- Sold annual production of \$800K to customers in Germany and US.
- Advised and participated in negotiations for divestiture of \$1M second operation to local group.

PERSONAL INFORMATION & COMMUNITY INVOLVEMENT:

- Active member of Camino Community Church; Spanish language church whose mission is to reach the growing Hispanic community in the greater Charlotte area and supporting Camino Community Center, which in turn operates a health clinic, food pantry, soup kitchen and thrift store serving low-income residents.
 - Lead up academic development advising for high school and college students
- Member World Affairs Council of Charlotte, Charlotte, NC. Regular participant in organized activities.
- Member Latin America Chamber of Commerce, Charlotte, NC.
- Married to Davidson College Spanish language professor; two college-aged children.
- Host parent for Davidson College student from China, acting as local parental presence when needed and providing academic and career advice as relevant.