

# MICHAEL D. MANCINI

519 Glen Oak Drive • East Amherst, New York 14051

Home: (716) 689-7483 • Mobile: (716) 432-6764 • Email: mmancini519@roadrunner.com

---

---

## SUMMARY

**Marketing and Product Management executive** with an extensive and diversified base of business experience. Recognized for expertise in strategic planning and analytical problem solving, and for making significant contributions to an organization's success. Strong background in best practices and processes. Excellent communication skills promote successful customer relations and effective staff development. Education and experience in technical and financial disciplines uniquely compliment business and marketing skills.

### Core Knowledge and Skill Areas:

Marketing & Business Strategy  
Technical B2B Marketing  
Direct B2C Marketing  
Branding  
Sales Growth Programs

Product Line Lifecycle  
New Product Development  
Product Commercialization  
Product Launch  
Multi-Channel Marketing

P&L Management  
Business Planning  
Price Management  
ROI and Metrics  
Staff Development

---

---

## Professional Experience

SYNERGY BUSINESS MANAGEMENT LLC, Salamanca, New York 2006 to 2010  
*Retail and wholesale distributor of tobacco and other consumer products*

### **Business Unit Marketing Director** (2006 - 2010)

Directed all business and marketing activities for \$75 million business, achieving double-digit pre-tax profit levels. Business unit staff of 6 people; planned and managed a \$4 million marketing budget.

- P&L responsibility: budgeting, product management, pricing, market positioning, advertising, media planning, direct mail, and internet marketing programs. Budgeted net income goals were comfortably exceeded in both 2008 and 2009.
- Development and execution of strategic and product category marketing plans that established the three year vision of the business unit. Translated strategic objectives into actionable plans for product, price, and market.
- Direct marketing analysis & execution that improved response rates while reducing CPR & CPA: customer database profiling & segmentation – demographic, lifestyle and RFM; targeting of product & message.
- Developed POS marketing materials and programs for retail – signage, flyers, promotions, rebates, etc.
- Developed new processes for marketing, operations, information systems and compliance in response to rapidly changing business environment.

DYNABRADE INC., Clarence, New York 2002 to 2006  
*Manufacturer and global distributor of pneumatic and electric power tools to industrial markets*

### **Director of Marketing** (2002 - 2006)

Responsible for global marketing activities for business with \$50 million in annual sales.

- Directed marketing communications, marketing programs, new product launch, and product management activities. Business planning and budgeting for marketing investment. Managed and developed a marketing staff of 13 people.
- Achieved global revenue growth from FY2003 through FY2006 of over 50%, doubling sales in APAC region.
- Designed and managed sales growth programs for selected distribution - "Strategic Partners" and Affiliated Distributors; both achieving growth above 30% in first year. Created target account planning, promotion and growth target reporting tools for sales organization.
- Directed the transformation of appearance and structure of marketing communication and product launch materials - literature, catalogs, newsletters, announcements, and web site
- Introduced market-driven product development concepts to company. Created Product Management function within marketing, improving the success metrics of new product launches.

INTERNATIONAL IMAGING MATERIALS INC., Amherst, New York 1995 to 2001  
*One of world's largest manufacturers of thermal transfer ribbons with over \$100 million in annual sales*

**Director of Marketing** (2000 - 2001)

Responsible for all marketing activities for bar-code business unit with \$70 million in annual sales.

- Directed marketing communications, product launch, product management, and pricing activities. Managed and developed marketing staff. Business planning and budgeting for marketing investment.
- Developed strategic marketing plans for distribution channel management and new product development. Sales volume and price were strengthened by clear channel focus. Competitiveness was improved by decisions to refurbish the core product line through new development.
- Restructured complete product line and service offering for primary distribution channel:
  - Streamlined products by 40%, re-priced line to 1600 distributors to optimize market competitiveness
  - Developed new services, marketing programs, promotional materials and sales tools

**Manager of Product and Market Development** (1995 - 2000)

Directed the investment strategy for new product and manufacturing process development.

- Key contributing author of Commercialization Process for new product development and release.
- Led the business Prioritization Process for the executive management team; developed plans for new product development and business development – i.e. market opportunity, product specification, analysis of financial return, and product launch. Chaired review meetings with executive management team.
- Developed tools that summarized and compared the investment alternatives, facilitating management to make effective decisions on the optimal use of the Company's resources.
- Global release of multiple major new products; managing the transition from development to market launch.
- As a team member, structured, negotiated and finalized co-development agreements with partner companies of IIMAK. Addressed intellectual property, costs, manufacturing rights, product pricing, and marketing rights.

STANDARD REGISTER COMPANY, Dayton, Ohio 1986 to 1995  
*World-wide supplier of business forms and document management systems*

**Product Manager** (1992 - 1995)

Program management and product marketing of financial disbursement systems – hardware and software for the issuance of financial documents. Responsible for annual sales of \$10 million.

- Product line management, new product definition, sales promotion, and meeting revenue and profit objectives.
- Defined and executed marketing and product launch plans for new systems and numerous software upgrades.
- Grew revenues by 30% in 1994 over 1993; 1994 sales were 22% above the forecast.

**Marketing Development Manager** (1990 - 1992)

Managed the Phase Review Process for product development and release of a broad range of system solutions targeted to financial and retail markets.

- Researched market requirements, produced functional specifications, and developed business plans for new product development. Obtained program approvals and managed project schedules.

**Senior Field Engineer** (1986 - 1990)

- Provided technical product support to field - defining customer needs and resolving problematic installations.

BURROUGHS CORPORATION, Detroit, Michigan

Prior History

*Supplier of computer products and systems (now Unisys Corp.)*

**Controller, Equipment Plant, Rochester, New York**

- Directed financial and accounting activities for \$20 million manufacturing facility, managed ten employees.

**Finance Manager, Equipment Plant, Rochester, New York**

- Prepared operating budgets and financial analyses for manufacturing and administrative functions.

**Financial Analyst, World Headquarters, Detroit, Michigan**

- P&L and balance sheet analysis for business group. Consolidated budgets and reporting for corporate office.

**Product Cost Supervisor, Tireman Plant, Detroit, Michigan**

- Product cost and inventory accounting for \$70 million manufacturing facility. Supervised seven employees.

## EDUCATION

University of Michigan – **B.S. Industrial and Operations Engineering**

Wayne State University – **courses attended in Masters Program, Business Major**