

KEVIN HANDERSON

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SUMMARY

Experienced senior marketing professional with a broad and strong business and technical background; comfortable in boardrooms, factory floors, and laboratories; often found with customers. Successful track record in B2B and B2C markets with mixed direct and indirect sales channels including distributors and dealers. Flexible management style, from big-picture strategies to hands-on content development, depending on team capabilities and current business needs. Results-driven, guided by medium- and long-range objectives, but ready to make a difference today.

PROFESSIONAL EXPERIENCE

LRG MARKETING COMMUNICATIONS

2015 – Present

Vice President, Client Services

Recruited by Owner to help run the leading marketing agency in the Professional Security market. Provide strategic marketing consulting, planning, and execution for a range of B2B and B2C Clients. Programs include web site design, inbound and social media programs, PR and advertising programs, and more. Most clients in Security and Broadcast, extending into Medical Products, Software and Services.

- Supported business growth by adding advanced capabilities for serving technical clients with comprehensive brand building, repositioning, and product launch programs.
- Helped win new clients (including the agency's largest client) and new services for existing clients. Current client roster includes firms with headquarters in USA, Japan, Germany, India, and Holland.
- In the last 12 months, wrote 9 white papers, more than 15 feature articles and dozens of blogs, content pages, and sales tools for clients, while supervising PR, advertising, and digital programs.
- Supervised creative projects including tradeshow booth designs and promotional videos.
- Analyzed and improved key management processes including contracting and tracking/reporting.

4D SECURITY

2014 – 2015

Marketing Leader

Recruited to establish the Marketing function for the company. 4D was primarily a security system integrator for challenging, high-profile facilities such as Union Station in Washington DC, Penn Station in New York City, and large city systems in the Middle East, but also offered sophisticated physical security information management (PSIM) systems. The staff included 150 engineers, but no marketing.

- Redirected and improved every aspect of internal and external communications, including proposals, sales literature, company website, editorial relationships, and tradeshow display systems.
- Supported international business development efforts in the Middle East, Brasil, and Colombia.
- Helped win new business in rail transportation security, NYC Metro Transit Authority, and Brasil.

MIDDLE ATLANTIC PRODUCTS, INC.

2007 – 2013

Director of Marketing Communications

Recruited by Owner to improve internal and external communications for \$100M manufacturing business. Grew team from 6 to 12 staff, changed PR agency, and "raised the bar" on every communication venue: advertising, social media, tradeshows, public relations, electronic tools, sales tools, and product launches. Helped grow business volume to over \$125M within 4 years, setting the stage for acquisition.

- Radically improved advertising, sales literature, selling tools, and marketing programs. Developed and implemented new company taglines, demo trucks, and tradeshow display system.
- Developed and managed \$3M+ marketing budget for all sales and marketing activities and programs.
- Supported ISO quality systems, legal and regulatory issues including trademarks and certifications.
- Supported due diligence and communications for acquisition by Legrand in June 2011.

SONY ELECTRONICS

2000 – 2007

Product Line Marketing Manager (2006 – 2007)

Sony reorganizations eliminated channel marketing functions. Took on management of Business Projectors, selling through both the IT Distribution and Professional A/V channels. Reworked and updated Sales literature and selling tools.

- \$60M direct P&L responsibility; achieved both revenue and profitability targets.
- Introduced updated models as well as new higher-end large venue models.

Director, IT Channel Marketing (2002 – 2006)

New position established to improve Sony's \$1B IT sales channel, by coordinating the marketing efforts of 12 technology-based business units. Simplified marketing programs, and implemented training, communications, and incentive programs to improve sales.

- Eliminated redundant or contradictory incentive programs to reduce customer pain points.
- Led coordination efforts to tie together multiple business unit offerings in unified tradeshows, sales efforts and web and printed collateral.

General Manager, Data Media Division (2000 – 2002)

Recruited by the Division President to revitalize the Data Media marketing team. Unit was struggling to meet expectations, losing share and profitability. Led a complete rework of marketing strategy to battle trend towards commoditization. Resolved channel conflicts and led development of incentive programs to increase market and inventory control.

- \$125M direct P&L responsibility; exceeded both revenue and profitability targets with \$6M budget.
- Worked across sales, manufacturing, operations, and Tokyo headquarters functions to collect sales forecasts, set sales and marketing budgets and pricing strategies.
- Improved sales support materials, advertising, and promotional programs. Broke new ground by using a DVD to explain the product advantages - with real end-user representatives describing their applications, including Boeing, CNN, and Spielberg's Shoah Project. The DVD won the Sony "Best Marketing Promotion" award for that year.

LUCENT TECHNOLOGIES

1992 – 2000

Marketing Strategy Director (1997 – 2000)

Took on a new challenge to hire and develop a marketing strategy team to serve the entire Fixed Wireless business unit. Guided product portfolio strategy for the next two years, with wireless phone systems being installed in eight countries.

- Patent submission (1999) "Telecom system with geographically discriminate broadcasting".

International Product Manager (1994 – 1997)

Stepped up to line responsibility and led the development of a new low-cost telephony system. Delivered on an aggressive plan to show a demonstration system. Took new product idea (a fixed wireless telephone system) from concept to demonstrations by directing 15 member cross-functional Product Team, which in turn led over 100 total project staff. Developed business case indicating four-year revenue of \$350M.

Business Effectiveness Manager (1992 – 1994)

Recruited by Product Management organization to help bring order to a rapidly growing, and extremely complex business. Identified significant opportunities for improvement across all functions in the business. Created and implemented a "Gate" process to ensure timely review and integration of activities to meet overall business objectives.

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AT&T BELL LABORATORIES, Federal Systems Division

1987 – 1992

Subcontracting Manager (1991 – 1992)

Directed over \$5 million of subcontracted R&D, fabrication, and testing on classified projects. Managed contracting processes, project progress, and subtask integration. Projects included mechanical design and fabrications, large fluid-film bearings, advanced materials (e.g., piezoelectric ceramics) and custom signal processors and controllers. Held Secret and higher clearances.

Member of Technical Staff (1987 – 1991)

Led conceptual and advanced development work in highly complex, multi-disciplinary projects for DARPA and other government agencies. Projects included mechanical and kinematic design, advanced materials, transducers and controls. Held Secret and higher clearances.

DIGITAL EQUIPMENT CORPORATION

1984 – 1987

Senior Engineer

Advanced development for hard disk drive technologies. Developed manufacturing technologies, designed test equipment and evaluated design prototypes.

EDUCATION

MBA, General Management, Columbia Business School, New York City

Participated in the Columbia Business School Executive MBA Program, an extremely selective program for experienced, high-potential leaders. Full-time program completed in parallel with continued full-time employment. Elected Class Representative. Completed program with high honors, GPA 9.7 out of 10.

M.S., Robotics/Automation (Mechanical Engineering Department), Columbia University
Program combined equal parts Mechanical Engineering, Electrical Engineering, and Computer Science.
During this program, also taught courses in Robotics, Lubrication, and Mechanical Laboratories.

B.S., Mechanical Engineering, Columbia University

B.S., Physics, William and Mary