**Peter J. Ebersold**

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**Senior Marketing Leader**

Let Me Tell Your Company’s Story To The World

**Results**

* **Grew brand revenue over 135%** and margin over 10%
* Produced webinars that captured contact information **for over 1,500 qualified new prospects**
* Developed apps using Agile **downloaded by more than 500 prospective customers**
* Redesigned four websites and **raised web traffic by 420%**

**Expertise**

* **Brand Positioning**
* **B2B Digital Marketing**
* **Product Development**
* **Marketing Analytics**
* **Data Driven Marketing**
* **Pricing Excellence**
* **Competitive Analysis & Strategies**
* **Business Planning**
* **Customer Segmentation**
* **Sales Leadership**
* **Social Media Marketing**
* **Margin Growth**
* **Team Building**
* **Mentoring**
* **SEO/SEM**
* **Demand Generation**

BEST B2B MARKETING LLC 2016 to 2017

*Marketing consulting services for B2B manufacturers and software developers*

**Principal Owner**

* Conduct Voice-of-the-Customer interviews for confidential client researching new market space
* Analyze VOC results and specify product requirements for successful launch
* Test product functionality and recommend product changes to improve user experience

Marmon Utility LLC – A berkshire hathaway company, Seymour, CT 2013 to 2016

*Leading manufacturer of specialty products for electrical utilities, oil and gas exploration and subsea power*

**Director, Specialty Products and Services** (2016-2016)

Managed two profit centers with $25M in revenue that manufactured and installed power delivery products

* Developed organic customers with short lead time requirements. **Increased revenue by 25% in six months**
* Managed monthly factory production in partnership with operations and sales team to exceed customer delivery requirements. **Increased new business quotes by 100% in 2016.**
* Created annual revenue and operating profit plan to track progress toward business unit financial metrics. **Improved accuracy of monthly forecasting and material requirements.**

MARMON UTILITY (cont.)

* Led sales organization, managed representative networks. **Monthly sales calls to prospects increased by 10%.**
* Established pricing and product margin requirements. **Raised return on sales by 6%.**
* Produced webinars to educate decision makers about key considerations when specifying power delivery products. **Generated 250 qualified leads.**
* Wrote specification and funded a web-based product quotation tool using Agile development to improve ease-of-doing-business for customers. **Decreased average quote time from 7 days to 48 hours.**

**Director of Marketing** (2013-2016)

Led all marketing activities for Hendrix and Kerite brands

* Executed a unified rebranding strategy including interactive media, digital marketing: webinars, Google and LinkedIn ads, PPC, A/B testing, company LinkedIn pages, and social media. **Increased website traffic by 420%.**
* Designed responsive websites to differentiate product value proposition and support e-commerce. **Product and application information was easier to find as measured by VOC interviews and conversion rates.**
* Updated four brand logos for higher recognition. **Ad awareness studies showed improved brand recognition.**
* Evaluated CRM systems and implemented best solution to build customer database and track sales funnel.
* Authored, presented, and managed annual marketing budget for all traditional and digital campaigns.
* Managed logistics for 25-30 tradeshows annually, created email and drip marketing campaigns to drive booth traffic. **Booth traffic increased by an average of 20%.**
* Produced 3-5 webinars yearly to carefully curated audiences for lead generation. **Captured contact information for over 1,500 qualified new prospects in twelve months.**
* Developed iOS and Android apps using Agile principles to deliver branded design tools for customers. **Apps downloaded by prospective customers over 500 times in 18 months.**
* Produced and directed four videos to define key brand differentiators to specific market segments.
* Reviewed marketing analytics software to frequently evaluate evolving marketing technology for integration into marketing strategy.
* Initiated and monitored progress of all trademark and patent applications. Maintained company IP database.

Honeywell International – Life Safety Group, Northford, CT 2003-2013

*World’s largest manufacturer of complex life safety equipment for commercial buildings*

**Director of Marketing, Notifier by Honeywell** (2004-2013)

Managed a premier product line of complex life safety systems

*Revenue Generation*

* **Led brand revenue growth from $95M to $225M+** in nine years while growing margins more than 10%.
* Eliminated more than 1,000 low margin SKUs. **Raised margins by 8% on key product segments.**
* Implemented pricing initiatives on spare parts. **Increased operating income by $2M per year.**

*Marketing Strategy and Programs*

* Initiated 100+ annual “Voice of the Customer” interviews to understand customers’ unmet product needs. **Led to SaaS offering developed in Agile environment which added new revenue stream.**

HONEYWELL INTERNATIONAL (cont.)

* Created and managed product portfolio roadmap with 15-20 active projects. **Added $25M in margin guiding 90 products through six-step New Product Introduction (NPI).**
* Strengthened brand awareness with annual seminar series and industry publications interviews to pitch product features. **Seminar attendance increased 37% within three years.**
* Scripted and produced presentations and product education multimedia pieces for on-line viewing.
* Created agendas then presented product and marketing workshops at customer conferences (North America and Asia), roadshows, and seminars. **Attendance increased from 600/year to >1,000/year in four years.**
* Updated website menus based on VOC feedback to reorganize product information for ease-of-use.

**Product Marketing Manager, Gamewell by Honeywell** (2003-2004)

* Integrated an $18M acquisition into main manufacturing facility, assessed distribution, and refined messaging.

Photovac, Inc., Waltham, MA 2002-2003

*Privately held manufacturer and worldwide distributor of handheld environmental instrumentation*

**Director of North American Sales and Product Development**

Developed new products. Led a 35-member sales force. Identified new market segments for products.

* **Launched first new handheld product from Photovac in seven years.**

Perkin-Elmer Instruments, Shelton, CT 1997-2002

*Manufacturer and global distributor of analytical instrumentation*

**Business Unit Manager**

Managed production, sales and marketing for a $15M portable environmental instrumentation division.

**Education**

**Master of Science, Environmental Engineering**, University of New Haven, West Haven, CT

**Bachelor of Technology, Electronic Engineering**, University of Dayton, Dayton, OH

**Professional Development**

**Google Adwords and Google Analytics courses**,LunaMetrics, New York, NY

**Strategic Marketing Programs**, Honeywell Learning Center, Morristown, NJ

**Advanced Graduate Certificate in Marketing courses**, Fairfield University, CT