

# BRIAN R. BROWN

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## SUMMARY

Marketing and sales professional with emphasis in new product development and product line management of consumer products. Accomplished dramatic category sales growth, increased profitability, margin growth, and market growth. Was a 2003 Staples Invention Quest™ semi-finalist.

## WORK HISTORY

**IDENTITY DEVELOPMENTS**, Madison, Wisconsin.

*A web presence development and management company.*

**President**

**2003 – present**

Managing all aspects of the business, including sales, client management, development of websites, developed logo and company identity, created website, developed all contracts and literature.

- Redeveloped the website for Krupp General Contractors, a \$28M commercial construction firm.
- Redeveloped and currently managing website for the Madison Polo Club and currently managing public relations. Resulted in a dramatic increase in site traffic and visitors from over 10 different countries.

**ELDON (formerly Newell Office Products)**, Madison, Wisconsin.

*A \$300M Newell Rubbermaid office products division.*

**Consumer Segment Manager**

**2002 – 2002**

Led cross-functional new product development team with key focus on the development of new product categories around consumer needs.

- Led the development of Active View – unique new product line designed to work with people's existing work styles and habits, rather than attempting to modify behavior.

**Product Manager**

**1999 – 2002**

Managed \$60M, 70% market share Storage & Organization product category. Achieved 20% sales growth in 2000 and 2.7% sales growth during tight economic conditions in 2001.

- Developed over 30 new products.
- Shelf Savers – revolutionary new product category that generated incremental sales, created a new industry category, and received the “Organizers Choice Award” in 2001 and 2002 from NAPO.
- Served on New Product Development Task Force – developed the new product development process.

**Associate Product Manager**

**1998 – 1999**

Managed \$31M Back-To-School & miscellaneous office supply product categories. The BTS line held a 90% market share, 13% sales growth.

- Developed over 10 new products.
- Instrumental in creation of crayon retention feature for the Crayon Saver.
- Managed SpaceMaker brand of school boxes – market leader and most recognized school box.
- Developed structural design for school box pallet – decreased costs and increased sales and profitability.
- Managed licensed properties – Looney Tunes, Scooby-Doo, and Nintendo.

**Senior Account Representative**

**1997 – 1998**

- Developed in-depth point-of-sale reporting.

**LEVOLOR HOME FASHIONS**, High Point, North Carolina (position based in Cedar Rapids, Iowa).

*A \$400M Newell Rubbermaid window treatments division.*

**National Sales Representative**

**1995 – 1997**

Managed \$1M sales in 160 retail-door territory. Responsible for in-field relations and product training.

- Created “Product Knowledge Training Manual” for accounts.

## EDUCATION

**COE COLLEGE**, Cedar Rapids, Iowa

BA in Business Administration

**1995**

(UNIVERSITY OF NOTTINGHAM, England study abroad program)

Additional education and skills: ethnographic research, project management, desktop publishing, *Professional Selling Skills*, XHTML and CSS website development with Studio MX 2004.

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