

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. Involved with all phases of new product development, including strategic planning, needs identification, research, validation, product design, packaging and display development, product launching, product training, and education. Accomplished dramatic category sales growth, increased profitability, margin growth, and market growth. Skilled at identifying market and consumer needs, leveraging company strengths to meet needs, and rejuvenating existing product lines. Selected 2003 Staples Invention Quest product invention search semi-finalist. Founded web development firm in 2003.

WORK HISTORY

IDENTITY DEVELOPMENTS, Madison, Wisconsin.

Web presence development and management company targeting small to mid-sized organizations with website development, management, optimization, and search engine marketing.

Principal

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.

- Redevelopment and management of Winterhorse Park website. WP is an Icelandic horse farm whose website has been viewed by visitors from over 20 countries.
- Redeveloped the website for Krupp General Contractors, a \$28M commercial construction firm.
- Redeveloped and managed website for the Madison Polo Club as well as managed public relations. Resulted in a dramatic increase in site traffic and visitors from over 15 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.
- Developed, administered, and analyzed an audience response research validation utilizing a wireless Audience Response System and WinQuiry software.

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 with increasing gross margins.

- Developed over 30 new products.
- Expanded and further developed 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. Its development served as the model for the creation of the Consumer Segment Manager position as detailed above.
- Represented Marketing on the cross-functional New Product Development Task Force – restructured and 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 and increasing gross margins in a dramatically increasingly competitive market.

- Developed over 10 new products.
- Instrumental in creating the patent pending feature used for crayon retention in the Crayon Saver.
- Managed and expanded the SpaceMaker brand of school boxes – market leader and most recognized school box.
- Developed and oversaw the creation of two Back-To-School sales “presentation” brochures, the most comprehensive brochures created to date at that time.
- Developed structural design for school box pallet – decreased costs and increased sales and profitability.
- Managed licensed properties – Looney Tunes, Scooby-Doo, and Nintendo.
- Led BTS research which included color research used across product categories.

Senior Account Representative**1997 – 1998**

Tracked and reported sales information at the divisional and corporate group levels, prepared new item set-ups for key Mass Market accounts and assisted in planogram development.

- Managed Eastern sales region during search for new Regional Sales Manager.
- 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.
- Launched the first intensive product knowledge training programs in the Midwest.
- Team member of the Midwest District (quota sales: 1st place district, 1995; 2nd place district 1996).

EDUCATION

COE COLLEGE, Cedar Rapids, Iowa

BA in Business Administration

1995

(UNIVERSITY OF NOTTINGHAM, England study abroad program)

ADDITIONAL SKILLS

Ethnographic research, project management, *Executive Presentations Skills*, desktop publishing, *Professional Selling Skills*, Microsoft Office suite, WinQuiry, PowerPoll. Working knowledge and experience with injection molding, imported products, packaging and corrugate displays. XHTML and CSS website development with Studio MX 2004.