

# BRIAN M. BLAUVELT

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## VP / DIRECTOR – SALES & MARKETING

**Global Business Development / Strategic Planning / B2B / International Joint Ventures / P&L Turnarounds / Product Development / Sales Training / Six Sigma / Strategic Partnerships**

International business development executive driving rapid corporate growth through strategic partnerships, new market penetration, product development and marketing strategy. Administered contracts up to \$200M for **Exxon**. Led rapid turnaround through 30% sales growth and 140% increased profit margin. Forged strategic international partnerships in the Pacific Rim to fuel expansion and new market penetration. Managed \$52M P&L and 150 staff.

Seasoned corporate strategist with astute business acumen and consistent success forging vital C-level partnerships and joint ventures. Versatile executive leadership supported by technical command of emerging technologies. Expertise in forging strategic business-development partnerships fueling rapid and lasting market penetration. Skilled at leading and motivating employees from diverse cultures. Innovative marketing executive maximizing product exposure and resulting revenues.

**MBA**, General Management, Finance & Marketing – **University of Michigan**  
**BS**, Civil & Environmental Engineering – **Cornell University**

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## Employment History

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**OMG Fidelity, Inc.**, 2004–2005

**Business Director / Business Manager**

Full P&L responsibility for all four specialty chemical business units. Generated \$52M in revenues, yielding 24% profit margin. Accountable for directly managing largest, most profitable unit, generating \$34M annual revenues. Led team of 36 internationally and culturally diverse employees, including three business managers and an applications engineering group. Initiated research and development efforts for new products.

- Redirected marketing and production efforts of three business units to reverse declining profits, increasing sales 30% and driving 140% increased profit margin. Increased business with **Seagate, Tyco, Maxtor** and **Komag**.
- Won Board-level approval for developing Asia growth strategy, including transition from US to Asian production sources and engineering a regional acquisition plan, ushering in pending acquisition of Plaschem.
- Pioneered sales and marketing efforts that led OMG to become the first US supplier to penetrate Japanese market, as demonstrated by trials at both **Fuji** and **Showa Denko**.
- Coached business manager in developing effective strategic plan for failing project line: revised strategies for pricing and raw materials costs, and increased market penetration to achieve 15% profitability.

**SCP Global Technologies, Inc.**, 1997–2004

**Managing Director**, 2000–2004

Promoted into dual roles as Managing Director of SCP Asia with joint venture P&L responsibility for Singapore, Taiwan, Malaysia, Philippines and Thailand, in addition to role as Sales Manager, directing Asian sales targeting Japan and China. Closed deals up to \$25M in equipment sales. Managed staff of finance, sales, marketing and service professionals (20 expatriates and Asian nationals) throughout Asia. Reported directly to CEOs of both partner companies.

- Improved company's profitability from –63% to +20% in two years. Increased cash flow from –\$1M to +\$1.5M in 12 months, generating sufficient cash to sustain operations without additional sales or investment from partners.

**SCP Global Technologies Inc. (Cont.)**

- Produced more than \$30M in new sales by securing major customer **SMIC** in Chinese market. SCP was named as number one supplier by customer in 2002/2003.
- Generated new sources of revenue from spare parts and equipment training, yielding more than \$100K in the first year.
- Lowered operating costs 30% while maintaining staff levels.
- Managed field service organization recognized throughout the region for consistently exceeding customer expectations.

**Asia Sales Manager, 1997–2000**

Recruited to pioneer sales and marketing initiatives in the Asian semiconductor markets. Successful penetration of Asian market prompted establishment of SCP Asia in Singapore. Restructured and reorganized comprehensive Asian network in Singapore, Taiwan, Malaysia, China and Japan.

- Generated \$20-40M annual sales revenue during Asian financial crisis by landing new customers in Singapore, Japan and Malaysia.
- Positioned company for future growth in international markets by migrating from exclusive US dollar transactions to the ability to meet new customer requirements to purchase in local currencies by introducing foreign exchange hedge, which resulted in an additional \$500K in profits.
- Propelled SCP to become sole US wet bench supplier in Japan by leveraging existing relationships with Motorola, securing contract at a 25% price premium (\$9M).
- Established industry benchmark proposal format and protocol using a multi-level sales process targeted to meet individual customer requirements. Thus, SCP was recognized by customers and competitors for providing the most comprehensive and competitive package, establishing a global competitive advantage for SCP.
- Earned company-wide recognition as the top sales professional within six months of hire. Consistently surpassed management objectives and received maximum bonus payout of 115% annually.

**General Chemical Corporation, 1995–1997****International Manager**

Managed worldwide business activities for specialty chemicals manufacturer, including sales, marketing and business development. Directed international operations for Electronic Chemicals group, which supplied the semiconductor industry in Asia and Europe. Key customers included: Chartered Semiconductor, China Huajing (now CSMC), LG, MEMC, National Semiconductor, Samsung, ShinEtsu (SEH), **Taiwan Semiconductor Manufacturing (TSMC)**, **United Microelectronics (UMC)** and Winbond.

**Edlon Products, Inc., 1991–1994****Director of Sales and Marketing**

Planned and directed worldwide marketing and sales strategies for high-technology products, leading annual sales revenue growth from \$7M to \$14M in three years. Marketed to semiconductor, specialty chemical and pharmaceutical manufacturers including **IBM, Texas Instruments, FSI, Olin-Hunt, Shipley, J.T. Baker, General Chemical, Formosa Plastics and Abbott Laboratories**. Managed functions of key departments: engineering, field service, product management, sales and marketing. Managed staff of 15.

**Earlier Career:** Progressive ten-year career in sales, marketing, technical support and strategic planning marked with rapid promotion and increased responsibilities at **Exxon Chemical Company**. Experience in Agricultural Chemicals, Fertilizers, Sulfur, Aromatics, Intermediates, Plasticizers and Solvents product lines. In pinnacle role as Customer Service Manager, led customer service, technical support and inside sales activities for \$1B chemical product line in US and Canada.