

SHAWN F. DONOVAN

2622 Morrison Avenue • Tampa, FL 33629
813-951-0000 • ferrel@yahoo.com
<http://www.webprofile.info/sdonovan/>

MARKETING AND BUSINESS DEVELOPMENT EXECUTIVE

New Product Launches • Marketing Communication • Building Brand Loyalty

Goal-oriented and creative marketing professional offering 20 years of marketing, business development, and sales experience. Adept in business-to-business sales and consumer marketing spanning international marketing, national cooperative marketing programs, and new product launches. Proven ability to leverage personal and company competencies in achieving measurable goal and commitment results. Resourceful in developing strong strategic alliances and sales management tactics for various business entities. Recognized for outstanding employee development, recruitment, and technical training skills. **Core Competencies include:**

- Strategic Business Planning & Forecasting
- New Product Development & Launches
- Corporate Identity & Brand Development
- P&L Accountability & Budgeting
- Contract Administration & Negotiations
- Integrated Marketing Communications
- Public Relations & Government Affairs
- Web Development & Analysis
- Management & Supervision
- Key Account Relationship Management

Key player in developing multimillion-dollar territories with double-digit annual sales growth and leveraging market development initiatives with strategic customers and downstream partners. *Consistently recognized for outstanding performance and recipient of several performance achievement awards throughout career.*

PROFESSIONAL EXPERIENCE

OLDCASTLE GLASS, Tampa, FL

2003 to 2005

Fabricator of architectural glass products for commercial and residential markets with more than \$600 million in annual revenues (division of CHR Company, \$12 billion holding company, Dublin, Ireland).

VICE PRESIDENT OF MARKETING, Tampa, FL (2004 to 2005)

MARKETING MANAGER, Tampa, FL (2003 to 2004)

Directed all aspects of marketing, including advertising, public relations, government affairs, market development, and communications. Developed and managed media events, product literature, symposiums, cooperative programs, and special promotions. Coordinated and executed initiatives for media interviews, print advertisements, articles, websites, and tradeshow. Supervised five direct reports.

Selected Accomplishments:

- 1,000+ new hits in 30 days on Oldcastle Glass website as a result of coordinating a television spot on HGTV's "I Want That." Negotiated and worked with the show's producers on highlighting acoustical windows. Spokesperson on show and arranged location shoot.
- Coordinated and launched the development of a new website, increasing average monthly hits by 100,000 hits per month.
- Launched two new branded products for decorative and hurricane market segments, creating more than \$1 million in new revenue in 2005.

SOLUTIA INC. (formerly Monsanto Company), St. Louis, MO

1995 to 2003

Chemical-based materials company that is the world's largest producer of Polyvinyl Butyral (PVB) interlayer used in architectural laminated glass and automotive laminated glass.

PROFESSIONAL EXPERIENCE (continued)

MARKET DEVELOPMENT MANAGER, Tampa, FL (2001 to 2003)

Directed business development and marketing activities for North America and globally led all hurricane-related business. Responsible for all aspects of market development, including: developing segment strategies, product education, promotions, public relations, government affairs, and communications. Five direct reports focusing on architectural market development.

Selected Accomplishments:

- Created database of 2,000+ architects and identified 250 new projects.
- Coordinated multiple architectural symposiums attracting 50 to 200 architects per event to educate and promote Solutia laminated glass products.
- Media spokesperson for variety of events, including: filming of “Michael Hologan’s Your New House,” local news station interviews (New Orleans, Baton Rouge, Miami, Deerfield Beach), radio interviews, and interviews with various publications (Wall Street Journal, Fenestration Magazine, US Glass).

WORLD AREA MARKETING MANAGER, St. Louis, MO (2000 to 2001)

Member of worldwide architectural marketing organization focused on translation, development, and implementation of marketing strategies for both commercial and residential markets. Defined, developed, and implemented market-specific programs for transactional customers and strategic downstream channel partners, managing a multimillion-dollar marketing budget.

Selected Accomplishments:

- Led global marketing team in creating unified global marketing program.
- Launched new, high-performance laminated glass product globally that contributed to \$600,000 in new sales in first year.
- Launched new marketing program in Brazil to grow residential laminated glass market, resulting in \$250,000 in new business.

HURRICANE MARKET DEVELOPMENT MANAGER, Tampa, FL (1998 to 2000)

Established channel partners through licensed agreements. Directly involved with development of key promotional and sales tools to build brand awareness and brand preferences in specific test markets. Orchestrated the work of various agencies in developing push-and-pull marketing elements including television commercials, radio ads, outside billboards, magazine ads, sales kits, and multiple promotional tools. Managed public relations initiatives and actively worked with government lobbyist for State of Florida.

Selected Accomplishments:

- \$500,000 of new business in 1998 through a new program launch and new licensed partners.
- \$250,000 in sales from new product development and launch.
- Influenced new hurricane building code through strategic government affairs strategy.

COMMERCIAL MARKETING MANAGER, St. Louis, MO (1995 to 1998)

Developed and maintained business cases for core and growth businesses. Created and managed annual marketing budgets. Scheduled and ran quarterly team meetings. Researched and tracked commercial construction trends. Produced competitive and market analysis. Developed and initiated growth programs to generate new business sales. Developed literature and implemented new website. Managed trade shows and communicated results and program activities to executive team.

PROFESSIONAL EXPERIENCE (continued)

Selected Accomplishments:

- Identified 200+ new leads each year through strategic coordination of American Institute of Architects national tradeshow.
- Market development support with top-two strategic customers, resulting in \$500,000+ growth in revenue.
- Created business model forecast for organization to help predict product demand and segmentation focus.

DOW CORNING CORPORATION, Midland, MI

1989 to 1995

Global leader in silicon-based technology and innovation, offering more than 7,000 products and services.

Provides performance-enhancing solutions to serve diverse needs of 25,000+ customers worldwide.

ACCOUNT MANAGER, St. Louis, MO (1993 to 1995)

Managed distribution and sales of silicone-related products for commercial construction market with customer base and partners including direct OEMs, independent representatives, distributors and contractors. Conducted seminars and training programs to distributors, independent sales representatives, architects, building owners, property managers, consultants, and trade associations. Worked directly with distributors' sales and marketing managers in developing cooperative advertising programs and performance incentive programs.

Selected Accomplishments:

- 20% growth with largest customer, resulting in \$200,000 of new business.
- \$420,000 in new sales through existing and new customers.
- Launched trade branded product with completely new distribution network, enrolling 10 new dealers in first year.

SALES AND MARKETING SPECIALIST, Chicago, IL (1989 to 1993)

Responsible for sales and marketing of all construction-related products in the Midwest, calling directly on distributors, trade dealers, contractors and architects.

Selected Accomplishments:

- 8% overall growth, with 25+ customers in first year.
- Top five accounts grew 45% in total sales in two years.

EDUCATIONAL BACKGROUND

Master of Business Administration, LINDENWOOD UNIVERSITY, St. Charles, MO

Bachelor of Science, Architectural Studies, UNIVERSITY OF ILLINOIS, Champaign-Urbana, IL

AWARDS & RECOGNITION

Coach of the Year, Recognized for outstanding coaching and mentoring

Outstanding Achievement Award, Selected for exceeding year-end performance targets

Sales Achievement Award, Excellence in sales and overall performance

President's Sales Award, Exceeded sales targets with significant contribution to revenues

President's Sales Club, Voted as Top 10% Sales Producer