Andrew H. Shepard

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Hands-on entrepreneurial and technologically savvy business leader who thrives on building and growing companies. Recognized and promoted for improving rate of innovation, accelerating growth, and leading business changes to deliver on financial commitments. Broad cross-functional experience inspiring executive management, marketing, sales, and technology teams. MBA, Six Sigma Black Belt, Engineering Sciences and English double major.

**Leadership and Results**

***Accelerates New Product Line Development & Adoption into New Markets:***

Three-times promoted to lead company-critical entrepreneurial growth programs. Developed strategic direction, managed P&L, and successfully launched programs with sales, purchasing, engineering & production.

***Delivers Rapid and Impactful Improvements that Shareholders Notice:***

Increases profit through cost reductions, optimized pricing, and process redesign. Four months to diagnose inventory and operations planning problems resulting in over $50M revenue increase. Developed and implemented sourcing JIT strategy to deliver enhanced delivery and cost. Awarded top bonus leading $200K profit enhancement through customer negotiation program.

***Builds Alignment from Detailed Technical Meetings to Executive Stakeholder Strategies --- and Back:***

Identifies customer / supplier pain points and translates into go-to-market strategies. Successfully builds and motivates teams including marketing, R&D, production and sales to grow revenue and improve ROI. Achieved over 180% of division revenue goals for new product introductions.

***Leads Process Enhancement Processes within Organization and Across Partner Eco System:***

Identifies, develops, and manages strategic business relationships, both internal and external, then streamlines commercial processes. Develops clear insights into client issues and develops methodologies to reduce TCO.

**Experience**

IMMERSION ANALYTICS – a Virtual Cove Company, Natick, MA 2018-Present

*Part of C-level team for privately held top-10 global startup in explosive segment of immersive visualization and data analytics*

**Chief Growth Officer**

* Recruited by founder to drive 2nd phase of company development - growth. Creating and driving sales & marketing plan for continued long-term expansion and profitability.
* Strategic plan implementation: Strategic partnerships, M&A targets, customer, supplier & market segmentation prioritization, contract management, competitive assessments, social media enhancements, pricing and roadmap.
* Forging close business and sales relationships with global leaders in manufacturing, business intelligence, military defense, cyber security and global finance.
* Hiring and training new teams to drive improved process, focus and growth.

C&K SWITCHES, Newton, MA 2017 – 2018

*Reported to Chief Marketing Officer of $100M+ global privately held manufacturer of specialty electromechanical switch products*

**Director, Commercial Private Label** (2018 – 2018); **Director, Global Product Management** (2017 – 2018)

* Promoted to lead twenty-person cross-functional global private label commercial growth initiative – including overseeing all 3rd party international suppliers, distribution, procurement, and inventory management.
* Grew strategic global channel partners to enlarge product line, address newly targeted market segments and substantially increase company sales.
* Initiated and led global consulting programs: Pricing initiative covered 95% of company revenue. Pioneered company advanced market research, actionable recommendations addressing upgrade to largest product line.
* Led twelve-person global PM team with P&L ownership for all product lines. Implemented new global product management structure. Enhanced strategic segment focus, Voice of Customer (VOC), market trends, portfolio management, and targeted marketing. Established strategic product plan, new launch process, improved TTM and increased annual product launches year over year by 500%.

HOLLINGSWORTH & VOSE, East Walpole, MA 2009 – 2016

*Reported to Business Unit President of global privately-held global manufacturer of advanced materials*

**Director, Global Market Management**

* Established five-year strategic plan for multi-hundred-million-dollar global division across U.S., Europe, and Asia. Directed VOC, focus groups and market analytics. Evangelized strategic product plans (MGAP/MGPP) with global executive team and helped drive capital approvals for $25M in new capabilities.
* Promoted to include full P&L for $35M sub-segment of the total global business. Raised historic growth rate by over 30% through new product launches. Mentored 8 engineers and 3 product managers through stage-gate.
* Raised win-loss ratio by 18%. Reduced quote time from days to minutes with new global product database. Strengthened customer engagement: product launches, roadmaps, and simplified product line portfolio
* Instituted value-based pricing, new market-focused solutions, and competitive sales tools. Elevated company brand equity through new publications and conference presentations. Increased annual profitability by over $2M.

STONERIDGE INCORPORATED - NYSE: SRI (Pollak SPD Division), Canton, MA 2003 – 2009

*Reported to VP Marketing of $700M international manufacturer of highly engineered electronic controls and sensors*

**Intrapreneur Business Leader / Marketing Manager / Six Sigma Black Belt**

* Handpicked by Division VP to drive “critical-to-organization” entrepreneurial new business.
* Launched 3 new products and gained 3 major customers within matrix organization. Directed marketing strategy, sales execution, life-cycle management and engineering of new sensor line within $150M division.
* Raised margins by 9% through PLCM, product and supplier rationalization, cost reductions, and strategic pricing.

SAPPI FINE PAPER NORTH AMERICA, Boston, MA 2002 – 2003

###### Reported to VP Operations of $1.5B division of $5.4B global paper company

**Supply Chain Strategy and Six Sigma Operations Consultant**

* Lead five-person multi-department internal team to address loss of sales and decreased customer satisfaction.
* Raised annualized revenue by $50M through improved inventory fill rates. Statistically analyzed sales database, modified “fast-mover” forecasting, and rebalanced inventory across company’s global distribution network.
* Improved production capacity planning and stocking policies / Kanban, while simultaneously recommending reducing overstocked inventories by $10M.

CARLISLE & COMPANY, Concord, MA 1997 – 2002

*Leading management consulting firm specializing in supply chain strategies to optimize performance and manage risk*

**Manager Consultant** (1998 – 2002); **Senior Associate** (1997 – 1998)

* Added over $10M profit for global $150B company without adversely affecting volume. Directed twelve-person pricing and procurement team implementing intelligent pricing strategies and sustainable automated processes.
* Developed and implemented lean national inventory and warehouse redesign. Negotiated make/buy analysis and agreements with key 3PL distribution dealer groups to handle warehousing and logistics.
* Conducted over 100 customer interviews over five years with senior executives. Influenced industry-wide standard for supply chain, warehousing, lean operations, logistics, and customer service best practices.

**Education**

**Master of Business Administration**, Boston University - Top 5% of class, Beta Gamma Sigma Honor Society

**Bachelor of Arts**, Engineering Sciences and English, Dartmouth College - Thayer School of Engineering

* Led the design, engineering, and management of all-volunteer Solar Powered Electric Car Racing team.

**Professional Memberships & Certifications**

Boston Product Management Association ([www.bostonproducts.org](http://www.bostonproducts.org/)) 2003 – 2016

*Professional organization of over 6,000 members dedicated to product management and marketing*

**President of the Board of Directors** (2006), **Executive/Treasurer** (2005 – 2016)

* Managed twelve-person board. Grew membership 500% (1,200 to over 6,000), raised revenues over 100%.

Six-Sigma Black Belt Certification Air Academy Associates, Colorado Springs, CO 2004