

Don Tarrant
Norfolk, CT 06058
Home: (860) 542-6022 / Office: (860) 263-3446 / Cell: (860) 307-0512

Dedicated hands-on marketing professional with 22+ years management/supervisory experience in business-to-business and business-to-consumer marketing communications. Professional experience qualifies me to teach advertising/branding, marketing research techniques, public relations, digital and social marketing.

August, 2007 - Present: Director - Marketing Communications & Research
Electrical Wiring Systems (EWS) Division, Legrand, North America

Oversee marketing communications for EWS brands representing \$500+ million top line revenue for Legrand in North America. I am known throughout Company as a creative marketer, with supervisory responsibility for (7) employees in (3) locations plus senior client contact for (2) full service advertising agencies in two cities. Promoted to this position in late 2007. Skilled in marketing research, integrated marketing programs and online/social marketing initiatives.

- **EWS Divisional Leadership position across Legrand companies.** Core leader for developing Legrand branding architecture; currently directing migration of legacy brands to unified Legrand brand. Revitalized both P&S and Wiremold websites and migrated them to Legrand.us unified site and led digital/social marketing initiatives.
- **Developed cross-LEGRAND brand “commercial productivity” program** to promote game-changing products to commercial electrical contractors. Developed field seminars, online “Productivity Corner”, selling practices program and orchestrated/scripted full trade show buzz marketing with Legrand RiskBusters live marketing booth event.
- **Selling Skills Teaching Program:** Curriculum leader for sales effectiveness training program for newly integrated Legrand salesforce. Program included comprehensive “Playbook” of proven selling Best Practices (documented from 25+ sales leaders) and series of interactive classroom teaching/learning guides. Program is on track for delivering 5-7% annual sales lift for the Division (\$27 – 38 million).
- **Lowes Test Market:** To fully leverage new P&S “Innovation Bay” in 400+ stores, worked with outside Agency and internal team to design/implement test marketing to increase consumer traffic. Results demonstrated 22-25% sales lift vs. control locations.
- **Leadership Awards:** Campaign direction for P&S PlugTail™ Switch launch in 2010 earned P&S the award as “Best Overall Marketer” in TED Magazine’s Annual Best of the Best Competition.

November, '93 – August, 2007: Director - Marketing Communications & Research
Legrand/Wiremold, West Hartford, CT
(Subsidiary of Legrand Group, Limoges, France since September, 2000)

Senior team leader in marketing and communications, working with senior management team and product marketing managers to research, plan, implement, budget and track all external marketing activities – both consumer/retail and business-to-business. Promoted to Director in '04 from Manager.

Strategy Development & Direction. I directed the strategy process and full implementation of a multi-faceted repositioning/growth program for the Wiremold® brand that successfully changed brand perceptions from a “niched retrofit raceway company” to a “wire management *specified* solutions supplier”. Heavy emphasis on new target markets, new product introductions, integrating acquired companies and channel planning expertise.

- **Initiated an architectural “beachhead” campaign,** grounded in customer research, that contributed to a 3-fold increase in category sales. Initial campaign won National B/PAA “Effie” award for results-based advertising.
- **Created a full library (7) of localized, off-the-shelf distributor promotions** that encompassed proven “push” and “pull” promotional techniques to grow sales through participating branches. 22% Sales increase tied to promotions recouped entire promotional investment in just 4 months.

- **New products marketing leadership** including customer focus groups and other field marketing research. Efforts bridged customer needs with Wiremold product development teams to insure new product success. Latest contribution: offsetting declining power pole category sales by researching and launching new Vista™ architectural column for the office furnishings channel – Gold Award, Best of NEOCON '02.
- **Reinvigorated the Wiremold consumer home center channel** by first researching D-I-Y consumers & retailers, then crafting new retail P-O-P program including retail training video (winner - Telly Award, consumer how-to video category). Results: Consumer segment sales doubled in 6 years, to become the fastest growing Wiremold segment.
- **Produced consumer advertising campaign** to aggressively introduce Plugmold® Tough multi-outlet strip. D-I-Y advertising, aggressive Public Relations and innovative free-standing display garnered \$1.1 million incremental sales through Home Depot.
- **Leadership Awards:** Effie award for advertising effectiveness, 1995; Winner – NAED “Best of the Best” Awards for marketing leadership, 6 consecutive years; “Best Overall Marketing” in 2003 (plus Best in National Advertising/Public Relations); Architectural Record “Award in Excellence”, 2 consecutive years. Gold Award – Best of NEOCON '02, office furnishings showcase- new product intro in new market channel for Wiremold.
- **Center for Creative Leadership**, 1997; NAED *Adventure* Leadership/Planning Committee, 1996 – 2,000 (Initiated “Best of the Best” Marketing Awards competition, now a *TED Magazine* asset).

April, '89 – October, '93: Senior Associate, Fox & Company, Avon CT

Full-time marketing consultant. Managed wide range of programs including the development of proprietary value-added brand franchises, customer retention/satisfaction programs, new product commercialization, sales force productivity and value-added selling initiatives. Clients included GAF Chemicals (now ISP); Textron (Cone Drive Division); Loctite/Henkel; The Hartford Steam Boiler Inspection & Insurance Company, The Torrington Company (now Timken).

**December, '80 – April, '89: Vice President, Management Supervisor
Mintz & Hoke Advertising and Public Relations, Avon CT**

Recruited by M&H in 1980 as an Account Manager, promoted to Account Supervisor in 1982 and to Vice President in 1987. Supervised 3 Account Executives and support staff/Acted as senior account liaison between Agency and business-to-business accounts. Responsible for 25% of Agency's gross revenue. Primary client contact for Hartford Steam Boiler Inspection & Insurance Company, Fisher Controls International

**December, 1978 – November, 1980: Account Manager
Marsteller, Inc. subsidiary, Young & Rubicam, Pittsburgh PA**

**August, 1975 - December 1977: Territory Manager
CertainTeed Corporation, Valley Forge, PA**

Education:

- BSBA, 1974: Bucknell University, Lewisburg PA
- Master of Science in Advertising, 1978: University of Illinois at Urbana-Champaign
- AASCB Bridge Program, June 2011

Personal:

- Litchfield, CT native. Married, three children; Interests include downhill skiing, tennis;
- Community: Parish Council; Norfolk Curling Club (Past President); Child & Family Service Northwest;
- Board of Education – Northwest Regional High School #7

