

Michael M. McManus

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Objective:

To obtain a full time teaching position as a Professor of Marketing Practice with an accredited and progressive institution. Utilize my extensive professional experience to provide students a unique perspective in understanding and applying marketing principles and concepts as they enter into industry.

Teaching Experience:

AACSB Bridge Program Completed at UCLA June 2017
Syracuse University Whitman School of Management - MBA@Syracuse
MAR 757 Managing New Product Development & Innovation
Sales Management Residency – March 2017
Entrepreneur Capstone Business Plan Judge – April 2017
Corporate Training - Pricing/Business Process/Sales

Professional Competencies:

Market & Business Development • Strategic Planning • Customer Loyalty & Engagement • New Product Development • Commercialization • Product Portfolio Management • Price & Margin Management

Work Experience:

Eaton Crouse Hinds Division – Syracuse, NY 2008-Present

Director of Marketing, Customer Service, Pricing & Compliance

Global responsibility for customer loyalty & engagement for a \$1.5B division of Eaton Inc. serving the harsh and hazardous, industrial and construction markets in the electrical sector.

- Core member of leadership team that drove the Crouse Hinds recovery from 2009 back to record sales of \$1.5B in 2015 and the highest ROS in the Eaton portfolio.
- Drove positive price realization totaling more than \$65M over last 7 years, exceeding objectives and inflation. Led implementation of key projects to improve service levels and pricing efficiency.
- Led reporting and market forecasting efforts, including the use of customer POS to better drive market share gains geographically and in targeted vertical market segments.
- Implemented BidManager quotations system with product configuration capability and full SAP integration in North America in 2016, with European launch planned for Q2-2017.
- Developed customer loyalty strategy including the implementation of a case management CRM system with integrated Cisco Voice/Chat/Outlook and SAP. Modernizing Crouse Hinds process for managing customer inquiries, complaints and requests, driving productivity and enabling portability
- Led implementation of key channel strategies, tools and service initiatives in Electrical Distribution, EPC and contractor served markets, including advanced spec tools, TCO calculators and web based training and support tools.
- Managed marketing communications and vertical marketing teams in commercializing new products and creating focused e-campaigns to penetrate target markets and customer types.
- Integrated with teams in Europe, Mexico and Brazil to establish standard SAP business processes across a complex global market and rapidly evolving competitive landscape.
- Managed a variety of diverse teams directly, with daily interaction and collaboration with Finance, IT, Engineering, Supply Chain and Operations throughout tenure with Crouse Hinds.

PPC Inc. – E. Syracuse, NY (\$200M manufacturer broadband)

2006-2008

Vice President, Marketing

Strategic and tactical leader for the organization managing all aspects of marketing including product management, business development, customer service, pricing, forecasting and marketing communications.

- Grew revenue 26% or \$42M in 07' vs 06', shifting mix to higher margin products and taking market share gains through a well-executed value proposition.
- Led service initiative, establishing firm commitments for lead times, fill rates and rapid response capability for un-forecasted opportunities. Established S&OP process to hit targeted service levels of 97.5%. Enabled the use of VMI (Vendor Managed Inventory) as a key customer retention tool.
- Drove the commercialization of the Consumer Cable offering into the developing retail space at the cable MSO (Time Warner, Cox and Comcast). A new product (locking HDMI) launch enabled PPC to shift from a component supplier to a revenue generating partner.
- Marketing communications team developed the PPC mobile training experience, replicating cable system and homeowner experience in a tractor-trailer for training technicians and engineering.

Integra Sales – Rochester, NY

2005-2006

Owner & President

Purchased and led this sales and marketing firm with 7 employees that represent electrical manufacturers to electrical distributors, installers and end users across upstate NY. The firm managed all aspects of sales and marketing at the local level for \$18M in annual revenue.

- Arranged and managed the structure for purchase of Integra Inc., consolidating ownership from three principals to myself. Implemented an ownership and leadership succession plan that enabled long-term growth and survival of the company.
- Secured representation of several new manufacturers that increased commission revenue by 13%, providing a stronger portfolio to support our strategic selling efforts and overall growth.
- Implemented several IT and infrastructure projects for better integration and productivity.

Pass & Seymour/Legrand – Syracuse NY

1994-2005

Director of Marketing – 2002 - 2005

Strategic and tactical leader for marketing including product development, market analysis, category/product strategy, forecasting, pricing, channel programs, and installer & end-user initiatives.

- Generated profitable sales growth in 2002, when industry was down 11%, establishing groundwork for back-to-back years of record sales growth in 2003 and 2004.
- Drove top and bottom line growth through launching new products and programs, implementing a pricing strategy that enabled product rationalization and optimized the product portfolio.
- Led cross-functional product development team with a capital budget of \$6-\$9 million using a product portfolio process and toll gate-technical milestone project management system.
- Launched over 50 new products and enhancements that drove our vitality metric to 54% of sales coming from products introduced in last 5 years.

Product Line Manager - 1999 to 2002

- Responsible for \$138M sales and \$37M margin residential product offering, including wall plates, devices, GFCI and ancillary products.
- Led product development and UL standard change for the organizations most profitable product (GFCI), resulting in several patents and a marketing campaign that reset prices 78% higher.
- Drove up-selling initiative for residential products, shifting mix to a better looking and functioning offering at significantly higher margins for us, our distributor partners, contractors and builders.

Territory Sales Manager – New England (Northern MA, Maine, NH) 1995-1998

- Sold P&S through electrical distributors to contractors, MRO and OEMs in New England market.
- Increased territory 16% in first year and 19% in second year, winning quota buster and marketer of the year awards, leading to promotion to Product Line Manager.

Technical & Applications Specialist – Syracuse, NY 1994-1995

- Customer & user facing product specialist – training, application, complaints & quality.

M&M/Mars Inc. Hackettstown NJ
Territory Sales Representative – Eastern NY State

1993-1994

R.E. Jarvis Inc. – Wholesaler Power Equipment
Territory Sales Representative – **Metro & Eastern NY**

1990-1993

Education:

Eaton/Rice University
Executive Leadership Program
Class 2012

Syracuse University
Whitman School of Management
MBA

State University of New York at Oswego
Bachelor of Science in Marketing
Minor Economics