

SCOTT W. FEDOR

MARKETING AND SALES EXECUTIVE, MBA

Over 10 years of proven success in providing strategic business growth, innovative marketing and fiscal leadership in uniquely challenging situations

Accomplished, results-driven marketing executive with a documented record of successful strategic and tactical leadership for consumer-focused businesses. Strong expertise in all aspects of successful marketing, branding and product management. Experience extends beyond domestic market to include assignments in European and Asian markets. Proficient in Mandarin Chinese language skills. Respected as a dynamic team leader whose passionate and visionary direction has achieved business milestones in every facet of career. University of Michigan MBA. Areas of expertise include:

- Innovative New Product Development
- Profit & Loss Management
- Strategic Market Planning & Development
- Product Life Cycle Management
- Sales Team Leadership
- Employee Development
- Retail and Two-Step Distribution Experience
- Advertising and Brand Campaign Management
- Channel Management & Account Management
- Integrated Marketing & Commercialization

PROFESSIONAL EXPERIENCE

HALEX (a Scott Fetzer company), Cleveland, OH 2008 – 2010
National leading manufacturer of electrical fittings. Key customers include The Home Depot. A wholly-owned subsidiary of Berkshire Hathaway, Inc. (~ \$60 million in revenue)

Vice President, Sales & Marketing (9/08 – 01/10)

- Executive leadership position responsible for all company global sales and marketing efforts – including strategic direction; advertising & promotion; new product initiatives; and P&L management
- Manage a staff of 8; Report to the President



TREX COMPANY, Winchester, VA 2006 – 2008
National leading outdoor living products company – composite decking, railing and fencing. Key customers include top building distributors and dealers, The Home Depot and Lowe's (~ \$350 million in revenue)

Director, Product Marketing (7/08 – 9/08)

- Executive leadership position accountable for the development and execution of overall product marketing strategies to increase market share and support profitable growth in existing and new market segments. Serve as the driving force behind the inception, planning, development and delivery of world-class products to the market.
- Selected by the CEO to help implement and drive company turnaround strategy.
- Managed a staff of 4; Reported to the President and CEO

Senior Product Manager, Decking & Accessories Businesses (6/06 – 7/08)

- Central leadership position with over \$310 million of P&L accountability – directed category vision, strategy planning and execution of all product and branding initiatives. Drove innovation across a stagnant category, strategically filled product gaps, enhanced existing products and launched innovative new product lines. Participated in creation and execution of brand advertising campaign. Instrumental in helping to refine and drive NPD Process.
- Managed 5 indirect reports; Reported to Vice President of Marketing

Selected Achievements:

- Grew sales by 3% in a declining market, contributing to market share growth of +2 points to 34%
- Increased new product sales from 8% to 24% of total category revenue
- Launched 5 new product lines that rated “best-in-class” by consumers and contractors, including *Trex Escapes™*
- Recognized product honors:
 - *Professional Builder's* magazine – Best New Product (2008)



CALPHALON CORPORATION (a Newell Rubbermaid company), Toledo, OH 2000 – 2006
National, leader in premium housewares products – cookware, cutlery, kitchen tools and bakeware. Key customers include Williams-Sonoma, Macy's, Bed Bath & Beyond, Target and Kohl's (~ \$215 million in revenue)

Held four significant roles with increasing responsibility in 6 year tenure; promoted three times.

Recipient of Newell Rubbermaid *Breakthrough Marketing Award* (2003); Calphalon *Breakthrough Leadership Award* (2002)

Senior Product Manager, Cutlery & Kitchen Prep Businesses (9/03 – 1/06)

Product Manager, Cutlery Business (3/02 – 9/03)

- Business leadership position with over \$26 million of P&L accountability – directed category vision, strategy planning, product development, merchandising, and commercialization activities. Pioneered Calphalon into the cutlery business and grew the category from the ground up. Repositioned Kitchen Prep business – exited non-strategic product segments, invested in underperforming, growth-potential segments, entered new categories (Kitchen Tools and Barware).
- Managed 3 direct reports and 6 indirect reports; Reported to President

Selected Achievements:

- Created a new \$17 million business which captured 7% market share in first 2 years; 10% in 3 years
- Increased total Calphalon sales by an incremental 11% and delivered +\$7 million of incremental EBIT
- Grew category sales by 38% and increased gross margin profitability by +9 percentage points
- Launched 6 lines of cutlery, including *Contemporary Cutlery™*, market-leading product, recognized as one of the most innovative products in the company's history – contributed to over \$8 million in incremental revenue
- Developed the *Katana Series™* branded platform of products, featured on The Food Network – contributed to over \$4 million in incremental revenue
- Implemented successful Merchandising and Fixturing program among retail partners that contributed to market share and user loyalty – Earned vendor leadership status with top customers
- Recognized product honors:
 - *International Design* magazine – Consumer Products Best of Category Award (2006)
 - Housewares Design – Best New Product Award (2006)
 - *Innovation Design* – Product Design Award (2003)
 - *Graphic Design:usa* – American Graphic Design for Package/Print Award (2003)

Senior Financial Marketing Analyst (7/01 – 3/02)

Senior Financial Analyst (10/00 – 7/01)

- Oversaw complete P&L management of \$20M of new products, to ensure overall profitability of product portfolio met and exceeded company financial targets. Managed Rebate/Co-op accrual of approximately \$15M.
- Managed 2 direct reports; Reported to Finance Director

Selected Achievements:

- Delivered over 8% of annual Operating Profit through effective Rebate accrual management
- Increased Gross Margin dollars by 12% through development of mix management strategies



DELPHI CORPORATION (Packard Electric division), Warren, OH

1998 – 2000

Leading global supplier of mobile electronics and transportation systems (~ \$22 billion in revenue)

Plant Comptroller (1/00 – 9/00)

Financial Analyst (8/98 – 1/00)

- Responsible for P&L and OpEx forecasting of 4 manufacturing facilities – combined budget of over \$200 million
- Implemented lean manufacturing initiatives that led to monthly reductions in operating costs of approximately 8%
- Directed Physical Inventory audits of approximately \$25 million

EDUCATION, CERTIFICATION AND AFFILIATION

MBA / Marketing, University of Michigan, Ann Arbor (12/04)

BS / Finance, Lehigh University, Bethlehem, PA; Emphasis in Mandarin Chinese language (5/98)

INVENSYS, Windsor, England

1997

Global manufacturer of industrial automation, transportation and control systems (~ \$5.3 billion in revenue)

Treasury Analyst

- Responsible for cash pooling management of nine Italian subsidiaries, which reduced annual banking and tariff costs by 30%. Implemented revised process to collect receivables and bad debt of German and Italian subsidiaries. Member of appointed Due Diligence team responsible for internal audit of a new acquisition.

LEHIGH-IN-CHINA, Beijing, Shanghai, Hong Kong, P.R.C.

1996

Business Management Student

- Participated in business management program that reviewed China's transition from a command to market economy and its social infrastructure. Attended classroom lectures complemented with extensive visits to foreign and domestic multi-national corporations, as well as significant political and cultural organizations.

Six Sigma Green Belt, Trex Company, Winchester, VA

Consultant, Society of Industry Leaders

Inventor, United States Utility and Design Patents

Screenwriter, United States Copyrighted and WGA-registered

Proficient in Mandarin Chinese language