

# Don E. Smith

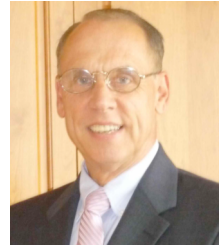
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## EMPLOYMENT HISTORY

### **AMERICAN CONSULTING GROUP, LLC 1989 to present**

President and founder of a highly successful consulting and business training business. Expert witness for a range of marketing & sales related cases. Special strengths in technical business-to-business products.



Clients range from family owned small businesses to large companies including AT&T, Allied Signal, Borax, DuPont, Hoechst-Roussel, Horton, Ingersoll-Rand, International Paint, ITT, Lamb Technicon, Lockheed-Martin, Lutron Electronics, Motorola, New York State Electric & Gas, Panama Canal, Pittsburgh-Corning, Rhone-Poulenc, Riso, SKF, Snap-on Tools, Symbios Logic, Tyco Electronics and Volvo. My international assignments include Russia, China, Ukraine, England and the Panama Canal.

### **Expert Witness**

- ♦ **Distributors, dealers and sales representatives:** Evaluate claims and economic loss.
- ♦ **Intellectual property:** Patents, trademarks, tradenames, copyrights & trade secrets.
- ♦ **Marketing & sales effectiveness.** Evaluate claims of impact to market share, sales, profits and other objectives.
- ♦ **Economic loss to a business:** Quantify lost share, sales, profits & other critical issues.
- ♦ **Marketing research:** Define market size, share, growth & key trends. Competitive sales, share and strategy. Custom & practice in vertical markets. Prices & practices.

Experience includes 48 cases with 39 written reports, 15 depositions, 3 jury trials and 2 arbitration hearings. My legal references are outstanding.

### **Consulting**

- ♦ **Distributors, dealers and manufacturers' representatives:** Establish, evaluate, terminate and effective management of distributors, reps, dealers and wholesalers.
- ♦ **New product and business marketing and sales:** Define market sizes, growth rates, primary market segments, competitive sales, competitive strengths and weaknesses, product specifications, pricing and entry strategy.
- ♦ **Competitive intelligence:** Legally and ethically secure public and privately available information on a competitor. This information is summarized and, with the client, we develop defensive and offensive marketing & sales action plans.
- ♦ **Revitalize an existing business:** Define marketing and sales programs to increase market share, sales and profits.

### **Executive Education, University Teaching and Public Speaking**

Business training activities are primarily custom programs for specific clients. Typical seminars include (1) Evaluation, development & launch of new products; (2) Effective product & marketing management and (3) Establish and management of reps, dealers & distributors. My historic relationships include:

**Cornell's Graduate School of Management.** 1989-1991. Part-time faculty. Voted as top ten faculty. Courses included:

- ♦ **Marketing.** Fully accredited semester course.
- ♦ **Business & Marketing Strategy.** Fully accredited semester course.

**American Management Association.** 1989-2007. Course developer and trainer. Average 3.85 on score of 4.00. Defined as “best of the best.” Courses included:

- ♦ Defining and Implementing New Product Programs. 3 day program.
- ♦ Marketing and Product Management. 4 day program.
- ♦ Managing the Sales Distribution Network. 3 day program.

**University of North Carolina’s Executive Education Program.** 1990-1992. One of the very few non-UNC faculty. Three-day program was Business-to-Business Marketing Strategy

Semester length university teaching assignments with the University of Wisconsin and Milwaukee School of Engineering on marketing research and business statistics.

Public speaking engagements include:

- ♦ Foley & Lardner Attorneys at Law: Law of Product Distribution & Franchising Seminar. “How to Easily but Effectively Evaluate Your Distributor’s Performance.”
- ♦ National Association of Professional Allowance Administrators: Annual conference. “Effective Management of Distributors.”
- ♦ Automotive Marketing Research Association: Annual conference. “Competitive Intelligence: Securing, Analyzing and Implementing Strategies and Action Plans.”

## **THE HILLIARD CORPORATION**

**1986 to 1989**

**DIRECTOR OF MARKETING AND SALES.** Four industrial product groups: oil filtration, air filtration, clutches-brakes and turbine starters. Sold through independent distributors and sales representatives. Accomplishments:

- ♦ Increased profits from break-even to industry standards. Orders up 23% in 2 years. Total growth in prior six years was only 4%. Profits up 900%.
- ♦ Motivated and structured sales department to focus each person's strength. The impact was significant growth in sales and profits.

## **BRUNSWICK FILTRATION SYSTEMS GROUP**

**1978 to 1986**

**DIRECTOR OF MARKETING AND SALES.** Responsibility included the Filterite, Fluid Dynamics and Membrane business units. Products included liquid cartridge filtration to the chemical process, electronics, pharmaceutical and industrial markets. This business was sold by Brunswick in 1987. Accomplishments:

- ♦ Promotion in 1983 expanded responsibility to include a new venture with startup problems.
- ♦ Increased orders 23% to \$43,100,000 in 3 years.
- ♦ Introduced 28 new products comprising 22% of total orders.
- ♦ Integrated San Diego and Baltimore marketing and sales groups.

**MARKETING AND SALES MANAGER,** Filterite Group. Depth and pleated cartridge filtration products to the chemical, industrial, food and beverage markets.

- ♦ Increased profits to 43% over industry standards. Group was break-even in 1979.
- ♦ Increased sales 51% to \$28,800,000 in four years.
- ♦ Replaced seven distributors and increased their personnel by 15%.

## **HEATING SYSTEMS GROUP, COCA-COLA**

**1972 to 1978**

**MARKETING AND BUSINESS PLANNING MANAGER.** Industrial firetube and watertube boilers, burners and accessories to commercial and industrial buildings. Sold through independent distributors and sales reps.

- ♦ Promotion in 1976 expanded responsibility to Group function.
- ♦ Introduced two new products that grew to \$3,000,000 in 3 yrs.
- ♦ Increased orders 20% to \$80,000,000 in three years.

**MARKETING RESEARCH MANAGER.** Industrial firetube and watertube boilers to commercial and industrial buildings. Accomplishments:

- ◆ Implemented sales analysis program that quickly identified market segment opportunities and rep upgrade targets.
- ◆ Increased profits 53% through planned shift in product mix and price increases.

## **JOHNSON CONTROL CORPORATION**

**1967 to 1972**

**MARKET ANALYST.** Pneumatic and electronic control systems for heating and air conditioning systems in commercial and industrial buildings. Sold through direct sales offices.

Accomplishments:

- ◆ Increased service contract sales by 20%/year. One key program was developing a system that permitted clerical personnel to estimate contracts rather than sales engineers.
- ◆ Developed branch office sales analysis program that increased profits by 18%.

## **EDUCATION**

- ◆ 1966 MBA, Marketing. University of Pittsburgh
- ◆ 1965 BS, Mechanical Engineering. Carnegie-Mellon University
- ◆ 1960 Diploma. US Military Academy Preparatory School for West Point. Nine-month program of college level academics and military training. One of 15 selected from the Army's active-duty enlisted personnel. I declined my West Point appointment to attend Carnegie-Mellon University. Active duty 1958 to 1961.

## **HONORS AND AWARDS**

- ◆ Borax. Distribution Program Leadership. 1994.
- ◆ Cornell Graduate School of Business. Top ten faculty. 1990 and 1991.
- ◆ Brunswick Advanced Management Program. 1985.

## **PUBLICATIONS**

- ◆ *Managing the Distributor Sales Channel.* 3-day public seminar developed for the American Management Association. Present seminar and trained other leaders. 1993 to 2006.
- ◆ *Defining and Developing New Products.* 4-day public seminar developed for the American Management Association. Presented seminar and trained other leaders. 1992 to 2006
- ◆ *Marketing and Product Management.* 4-day public seminar developed for the American Management Association. Presented seminar and trained other leaders. 1990 to 2000.
- ◆ *How to evaluate distributors and dealers.* Foley & Lardner's 1999 conference on the "Law of Product Distribution and Franchising."
- ◆ *Business-to-Business Marketing.* 3-day public seminar developed for the University of North Carolina's Executive Education Program. Presented seminar. 1990-1992.
- ◆ *The \$763 marketing research department,* Part 1 & 2. 11/96 & 12/96. CNY Business Journal.

## **ORGANIZATIONS**

- ◆ American Marketing Association. Member.
- ◆ American Management Association. Member.

## **PERSONAL**

- ◆ Married with two adult children. My free time is filled with family, friends and boating.
- ◆ President, West Shore Homeowners Association. Ithaca, New York.