

Jason Walton

Address

Phone/Email

March 2010 to Present: Product Manager, Meritor Heavy Vehicle Systems LLC (Florence, KY) – Managed the North American product line development, revenue, gross margin and marketing of driveline, clutches and rotating electric products for on- and off-highway trucks and heavy equipment. Led development of marketing campaigns using in-house and contract advertising teams. Managed the business unit's intern program.

- Increased product line revenue 17% and gross margin 28% over a 2-year period by focusing on market share capture.
- Developed and closed a multi-year, \$1.7M purchasing agreement with a Tier 1 truck manufacturer.
- Developed and launched complete line of rotating electric products with over \$1M in revenue in first 9 months.
- Represented global marketing departments in the selection and implementation of a new pricing software system.
- Increased product line image by authoring multiple articles for trade journals and customer publications.

January 2009 to February 2010: Director of Product Management and Marketing, IRD LLC (Louisville, KY) – Created and managed the marketing and product management department for an industrial test and repair equipment manufacturer. Directed new product development using in-house and contract engineering groups. Developed 5-year plan defining product and market strategies to support the company's aggressive growth goals.

- Eliminated unnecessary new product development projects following review of customer survey and sales data.
- Created marketing campaigns to win new revenue from 500 inactive customers resulting in \$30,000 in service revenue.
- Developed a customer and distributor training program that immediately generated over \$50,000 in sales.
- Reduced trade show costs 10% by improving logistics and project oversight.
- Developed comprehensive distributor support plan to maximize their revenue generation.
- Created new corporate branding standards and product literature to improve and modernize the company image.

June 2004 to August 2008: Senior Product Marketing Manager, Honeywell International (NY, KY) -

- Managed the global product development and marketing of professional video security cameras and monitors. Responsible for gross margin of all product lines. Collaborated with OEM suppliers to develop non-core products and developed relationships with key component suppliers worldwide. Led award-winning marketing campaign using in-house and contract advertising teams. Studied the market needs and developed product roadmaps to get ahead of the competition.
- Increased business unit revenue 12% annually to more than \$19 million by developing and marketing new product lines.
 - Reduced product line cost >20% while improving quality, performance and delivery by improved supplier management.
 - Increased product line revenue 50% by improving channel marketing strategies, product quality and availability.
 - Coached product marketing manager for EMEA market through one-on-one's, delegation and feedback.

May 2003 to May 2004: Product Line Manager, Powerwave Technologies, Inc. (NY) (Ericsson Inc. sold this division to Powerwave Technologies, Inc. in 2003.) - Developed and managed line of communication equipment for the European markets.

- Improved sales process to new customers in Europe by developing procedure for deploying demonstration equipment.
- Analyzed customer response and used the data to improve product performance.
- Developed cost models and pricing strategies resulting in improved ROI of the project investment.
- Increased sales to new customers by developing and deploying demonstration equipment.

January 1989 to May 2003: Senior Project Manager, Ericsson Inc. (VA, NC, NY) - Managed cross functional team in development of 3G cellular base station equipment. Created a product engineering department and managed 8 to 12 engineers responsible for customer support. Developed project management and product maintenance procedures that improved firm's operational efficiency.

- Achieved product performance, quality, schedule and cost goals in a \$6.5 million R&D project.
- Improved product acceptance rate from 79% to 97% in less than 5 months by improving QC and product redesign.
- Increased revenue by \$600,000 per month and production yield 30% by improving product design.
- Reduced material scrap rate from \$71K/month to \$1.5K/month by improving product design and supplier performance.
- Improved production yields 40% and QA yields 23% in less than 5 months by improving training and test procedures.

Bachelor of Science, Electronic Engineering Technology, University of Akron, Akron, Ohio, May 1991

