

# Herbert J. Werner

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## OBJECTIVE

Seeking a Sales and Marketing Management position which utilizes my 30+ years' experience promoting technical products for process control, medical device, analytical instrumentation, and manufacturing industries; accomplished in all aspects of strategic planning, product branding, multichannel marketing, and territory sales management

## EXPERIENCE

*4/10/95 - 4/4/18 **Fluid Metering, Inc.**, Syosset NY – 23 Years **Marketing Manager** for a manufacturer of precision metering pumps and dispensers used in medical device, analytical instrumentation, process control and production applications*

- Formulated and executed the company's annual marketing roadmap identifying key revenue opportunities and strategies for increasing penetration of existing markets, as well as identifying new vital OEM opportunities
- Roadmap included preparation of detailed action plans and development of comprehensive funnel tracking tools to monitor and quantify success; prepared corporate quarterly presentations
- Strategy included budgeting and overseeing of the company's paid advertising program, news release campaign, product launch initiatives, trade exhibition logistics, and all website activities
- Researched and provided detailed analysis of the competitive landscape by industry segment and product line
- Company revenue increased from \$11M to \$33M during tenure as Marketing Manager while gross margins improved to over 40%
- Implemented the company's first e-newsletter campaign compiling an internal list of over 25,000 opt-in recipients and delivering more than 300,000 informative e-newsletters per year
- Authored over 200 press releases, as well as had 15 featured articles and case histories published in prominent trade publications; 15-20 publications were picked up each press release on average
- Administered a comprehensive CRM database encompassing over 10,000 documented product applications searchable by multiple process parameters and specifications
- Primary technical writer for all product instruction manuals, white papers, published specification datasheets, and product training presentations for employees, distributors and representatives
- Invited and participated as a featured speaker at national trade conferences and organization seminars covering topics in medical, analytical, environmental and chemical process instrumentation

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## EXPERIENCE (continued)

3/7/92 - 3/21/95 **Introtek International**, Edgewood, NY – **National Sales Manager** for a manufacturer of non-invasive ultrasonic sensors used in medical instrumentation

- Developed and implemented overall sales and marketing strategy for identifying and pursuing high potential OEM medical device accounts
- Direct salesman for primary OEM accounts, as well as recruited and trained a network of independent manufacturers' representatives
- Increased sales for non-invasive sensor product line by 75% in 1<sup>st</sup> year
- Secured the company's first major blanket order of 5000 pcs., nearly 30 times greater than orders previously received
- Initiated and coordinated the company's first participation in a national trade exhibition
- Created the company's first standard product offering and corresponding part number system which facilitated pricing continuity and streamlined the quotation preparation process

5/28/89 - 3/1/92 **Bindicator Company**, Port Huron, MI – **Regional Sales Manager** for a manufacturer of sensors and systems used to measure level in dry bulk containment vessels used in agriculture, food storage, plastics manufacturing, and aggregate industries

- Recruited, trained and motivated a network of independent manufacturers' representatives and distributors for Northeast US and all Canadian provinces
- Identified high potential target accounts within each sales territory and established qualitative and quantitative sales goals which included specific benchmarks and timelines
- Traveled extensively with sales representatives to high profile accounts to conduct product presentations and address specific installation requirements and recommendations
- Coordinated and participated in national and international trade exhibitions
- Recipient of the company's "Best Regional Sales Performance Award" for 1990

1/1/84 - 5/28/89 **Sensall, Inc., Div. of Rosemount**, Hauppauge, NY – **Regional Sales Manager** for a manufacturer of ultrasonic sensors and systems used to measure liquid level in storage tanks and process vessels

- Managed and evaluated effectiveness of a network of independent manufacturers' representatives and distributors. Region included East Coast US and all Canadian provinces
- Traveled throughout territory training representative sales personal and conducting product demonstrations at customer facilities
- Established sales targets by region, representative organization, key accounts, and product category

## EDUCATION

***B.S., Environmental Biology, New York Institute of Technology, Old Westbury, New York***