

KENNETH E. WILLIAMS

Merrimack, NH 03054 - 603.377.0366

twitter.com/KenWilliamsNH

linkedin.com/in/kennethwilliams

KenWilliamsPM@gmail.com

PROGRAM MANAGER

Finding innovative ways to solve business problems

Driven to understand customers' real needs, translating their experience into aligned NPD offerings. Striving for improved products, happier customers and increased product revenues. Extensive international experience in product leadership, Sales team training and enhancing customer interactions. Creative self-starter with high level of integrity and excellent interpersonal skills. Talent for collaborating with others, empowering colleagues and leveraging business acumen to make a positive impact by simplifying NPD processes. Enjoys building customer loyalty by doing the right thing for their success. Excellent communicator, building enduring relationships based on trust and respect.

Detail oriented
Multidisciplinary
Focus on the Customer

International
Analytical
Innovative

Collaboration
Communicator
Simplification

PROFESSIONAL EXPERIENCE

Self-employed

2016 - present

Program Manager

External consultant for SME businesses providing marketing services including:

- Analysis of current business situation and simplifying processes
- Researching and brainstorming new ideas. Driving implementation of innovative concepts
- Creation of easily understood documentation. Develop training materials. Delivering training

Schneider Electric, Andover, MA

1994 - 2015

Senior Offer Marketing Specialist (Global Product Manager for Modicon brand)

2011 - 2015

Track record of understanding the bigger picture and communicating to all levels of the business. Representing the customer's voice, experience in product roadmaps and Industrial & Building Automation product requirements. Problem solving skills, initiative and attention to detail used to improve NPD process. Defined detailed global NPD requirements. Full product line accountability, building value proposition, forecast and developed financial analyses to ensure profitability. Prioritized features of products and derivatives, ensuring greater financial performance.

- **Improved NPD Stage Gate Process.** Tasked by Global Program Management and Marketing Management, analyzed existing NPD process. Simplified process, documentation and checklists. Presented results to executive staff, conducted roll-out and educated users. Reduced NPD process time which improved project profitability metrics. Ensured global process adherence.
- **Analyzed NPD product strategy** as a consultant to Building Automation division.
- **Successful Product Line Management track record.** Maintained a new product idea funnel database. Successfully multi-tasked concurrent project goals, within budget and on time. Leadership of multidisciplinary teams in USA, France & Shanghai. Defined, created and launched award winning high quality industrial automation product lines. Proactively influenced product management teams for profit growth. Drove product revisions, cost savings, maintenance decisions through multidisciplinary teams.
- **Situation, Action, Response** included business development of new products. Proactively created demo video; analyzed customer network needs; demonstrated measurement & monitoring solution and applied it to their business. Impact – turned around unhappy customer, who then bought multiple product site licenses.
- **Voice of the Customer** and Sales team interviews (USA, UK, France, Denmark, Sweden, Amsterdam) for better understanding of global user needs and market research to prioritize market problems.
- **Product Marketing:** Worked with marketing teams on market analysis, product strategies, product positioning and product pricing. Planned and delivered product training sessions to Sales, Regional Marketing and customers at events around the globe. Resolved customer issues through quality management process.

Schneider Automation, North Andover, MA

Senior Product Marketing Manager,

1994 - 2011

- **Grew worldwide revenue stream to \$25M;** instrumental in bringing the world's first embedded PLC web server (pioneering IIoT) to market. Strategic plan developed, analyzed competitive product pricing trends, developed annual product roadmap, produced financial projections, product line margins and business plans. Knowledgeable resource that supported the commercial team.
- **Set product line strategy:** Conducted strategic negotiations influencing European/USA Marketing/Product Development teams to rationalize product lines into a coherent global network strategy. Drove strategy to employ Internet technologies to avoid proprietary networks and costly fieldbus wars.
- **Reduced time to market:** Worked with Sourcing department, identifying, vetting and qualifying new outside partners. Created new partnerships to ensure timely delivery of urgently needed network products. Defined quality specifications, negotiated contracts and pricing programs. Ensured execution with problem-solving as needed. Successfully managed strong partner relationships.
- **Lead launch of new products:** Maintained a Product Roadmap. Monthly reviews with management team. Created Sales collateral, PR, advertising, go-to-market plans. Educated customers and prospects about new ideas, products, strategies and technologies, at regional launch tours, tradeshow, field Sales offices and customer sites. Excellent communications skills used to develop engaging presentations and datasheets. Presented numerous webinars to global audiences. Microsoft Office suite skills used to create content for Sales pitch decks, catalogs, web and social media content, white papers.

ADDITIONAL RELATED EXPERIENCE

Acton Networkers, Acton, MA

Jun 2016 – Present

Speaker, Facilitator, Presentation developer

- Facilitate meetings and public speaking with audiences up to 80 people at networking meetings in the greater Boston area and Nashua and Manchester, NH.
- Creating engaging, interactive and informative presentations. Knowledge Sharing.
- Received compliments on my teaching style, excellent communication skills, audience engagement and ability to guide the meeting smoothly from start to finish.

Ken Williams Photography, Merrimack, NH

2015 – Present

Founded an imaging and video production company. Social media, planning, project management skills, understanding customers and managing their needs (Sales Experience). On-time delivery to meet sales deadlines. Portraits, Product photography, Food photography (magazines, restaurants, web) and lead photographer at large events. Defined and produced corporate training and educational videos. Featured on national Food & Wine magazine's 4 page cover wrap and ABC TV.

EDUCATION / PROFESSIONAL DEVELOPMENT

- Bachelor of Science in Computer Science (Degree with Honors, 2nd in Class), Univ. of South Wales, UK
- Teaching numerous corporate training programs
- Intermediate conversational French.

VOLUNTEER WORK

- Serving as a Major in the US Air Force Auxiliary, Nashua NH – Airborne Search and Rescue aircrew
- Event Photographer at Jericho Road, MA; NE Parkinson's Ride; Merrimack Chamber of Commerce, NH
- Passionate public presenter of enrichment programs and technology trainer at networking groups

AWARDS

- National Commander's Commendation Award for Outstanding Performance - USAF Aux
- Commander's Commendation Award for Outstanding Performance (x2) - NH Wing Cmdr, USAF Aux
- Achievement Award for Outstanding Performance - NH Wing Commander, USAF Aux
- Professional Development Officer of the Year - NH Wing Commander, USAF Aux – developing self and others
- National 'People Who Make a Difference' Award winner & Top Annual Award winner, Schneider Electric