



Thomas M. Wien

Principal

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Summary of Expertise

- Innovation, Product Portfolio, & Corporate Strategy
- Product Development Process Integration
- Technology-Enabled Business Creation and Expansion
- Accelerated Commercialization Program Management
- Product and Brand Management, Agency Software

Professional Profile

Mr. Wien brings over 20 years of professional experience to our clients. His expertise is in the creation, development and commercialization of new product platforms and processes. Over the last several years Tom has led global initiatives that have expanded businesses into new markets through marketing strategy, breakthrough innovation, application of technology, and process integration. His specific areas of focus include market entry strategy, business creation, infrastructure design, distribution channel expansion, product development process improvement, and scenario planning. He has generated numerous patents in multiple vertical markets including consumer packaged goods, electronic and medical devices, signage and digital media. He has led global business development teams, and driven national launch initiatives. And, he is a recognized change management agent, proven innovator with financial grounding as a former Commercial Bank Lender, and speaker on revenue growth through functional collaboration.

Education

Master of Business Administration
Strategy & Marketing

The Wharton School – U. of Pennsylvania
Class of 1988

Bachelor of Business Administration
Finance

University of Texas at Austin
Class of 1982

Avery Dennison

Group Marketing Manager

Marketing executive providing business strategy, product and process innovation, application of technology and change management services through development of consumer goods, software and efficient sourcing/manufacturing. Led the growth and development of New Markets, the Electronic-Media Group and corporate-wide Business Development initiatives. Increased e-media market share from 7% to 50%, generated 10 patents and expanded the company globally into new technologies.

P&G, PepsiCo, Armor All

Product and Process Management

Led strategic programs, pricing, and product initiatives for five nationally recognized consumer brands across multiple categories and channels. Achieved double-digit growth through market segmentation, category growth and cost-reduction regimens. Developed new product platforms for vertical markets including health care, quick service restaurants and automotive. Managed national media campaigns.

Software Application Experience

Licensing and co-development with Microsoft, Arcsoft, Microvision, Adaptec
 Developed proprietary TrafficLight™ Project Tracking software program

Awards & Activities

- Generated 10 patents across multiple categories
- Active member of Product Development Management Association
- Led first software supply co-branding initiative with Microsoft
- Business Week International Design Award entrant with IDEO
- Awarded New Products Team corporate award
- Awarded Most Innovative Business Unit prize

Thought Leadership

- The Art of Innovation - Tom Kelley book includes product initiative
- Electronic-Media Whitepaper
- Accelerating Innovation - Presentation at Marketer’s Creativity Conference
- Industry Functional Drivers: Presentation at Long Beach State University

Personal Interests

Making multi-media video for sharing at family events.

Strategy and Consulting Experience

New Technologies	LED Lighting and Digital Media
Role: Product Development & Marketing	
<ul style="list-style-type: none"> • LED Medical Goods: dosage reminder device with Trudose and Nectar • Sound chips with Clegg Promo • Digital music software and supplies with Avery Dennison and IDEO • Digital photography software and supplies with Microsoft and Avery Dennison <p>Led electronic media teams into digital media. Initiatives were often global in scope, involved multiple new brands and generated proprietary technology for further new product expansion. Developed proprietary medical reminder device with Trudose and Nectar I.D. Collaborated with IDEO, the world’s leading industrial designer, resulting in Avery gaining a leadership position in CD label application systems and first-ever distribution in the electronics channel. Collaborated with Microsoft which led to Avery becoming their first partner to co-brand electronic media supplies. Resulted in</p>	

international entry into the highly competitive digital photo paper market. Avery initiatives were launched globally in a 50% less time than comparable projects, becoming a model for accelerated commercialization and business development for the corporation.

Global Sourcing Transformation	Supplies
Role: Team Leader	
Created a new range of internationally-sourced organizational products that transformed a previously defunct business into the most successful new product initiative among division's 60 active projects. The turnaround generated numerous utility patents, gained national exposure as part of an integrated media campaign and produced two of the leading items in a category with more than 100 items.	

Product Formulation and Delivery	Chemicals
Role: Product Manager	
Commercialized one of the auto appearance industry's most successful new products capturing 30% market share in an established category. The proprietary formulation utilized a radical approach that had been initially developed for industrial applications. Proactive involvement with the government to meet environmental safety criteria contributed to the long-term success of the product line.	

Transformation Pricing	Quick Service Restaurants
Role: Program Manager	
Managed price testing for the most impactful pricing initiative in QSR history. Taco Bell leveraged its low-cost advantage for core entrée items by significantly lowering pricing which drove the company's rejuvenation and record-setting increases in customer traffic. Subsequent industry-wide price reductions eliminated competitor's margins on many key items, while transforming Taco Bell into an innovator and value leader.	

Heritage Brand Leverage	Health Care
Role: Program Manager	
Managed heritage brands for Richardson-Vicks Health Care following the company's acquisition by Procter & Gamble. These brands were part of P&G's expansion into OTC health care, helping to improve market penetration and increase overall margins. Breakthrough positioning and new product formulations resulted in expanded detailing programs to doctors and sample distribution in hospitals.	

Finance	Lending
Loan Officer	

Managed correspondent banking relationships in four-state region. Sold financial services to customers and conducted loan presentations to management. Audited the bank holding company's leasing subsidiary and served in Loan Review evaluating and classifying the bank's largest borrowers.