

DAVID L. LAPP

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PRODUCT MARKETING LEADER PRODUCT MARKETING | GLOBAL MARKETING STRATEGY

A dedicated and accomplished strategic marketing leader with a solid track record of building brand messaging and sales momentum and a demonstrated background in creative problem-solving for complex products and industries. Solid leadership capabilities with experience spearheading innovative marketing strategies, leading cross-functional teams, and developing comprehensive go-to-market plans that generate leads and nurture prospective customers.

Key Competencies

Product Marketing • Brand Messaging / Brand Recognition • Strategic Planning & Execution • Global Marketing Strategy
• Product Pricing Strategy • Channel Strategy • Google Analytics • Social & Content Marketing • Email Marketing •
Market Research / Competitive Intelligence / Customer Insights • New Product Development • Presentations • Budget &
Cost Control • Revenue Forecasting

PROFESSIONAL EXPERIENCE

Critical Manufacturing, Porto, Portugal

DIRECTOR OF PRODUCT MARKETING

4/2022 – 8/2023

Critical Manufacturing empowers manufacturers of complex, high-tech discrete products with an intelligence MES to achieve their goals of making Industry 4.0 a reality by realizing a data-driven future by scaling operations with clear visibility into global production and costs across your supply chain. Industries include semiconductors, medical devices, electronics/SMT, and industrial equipment.

- Composed and launched the first corporate and industry segment-specific messaging designed to re-position the company and product as the data platform that enables easier decision-making and the backbone for manufacturing infrastructure.
- Initiated a comprehensive sales enablement program to leverage new value messaging endorsed by senior management based on technological advantages.
- Directed the content and messaging of critical webcasts to launch and promote new and updated product versions.

PRIMER.AI, San Francisco, CA

PRODUCT MARKETING CONSULTANT (PART-TIME)

3/2022 – 6/2022

Mission-ready natural language processing AI, making the world a safer place. The Primer, analysts and operators make sense of vast volumes of open source and proprietary data to better understand the changing world around us in real-time to improve productivity and reduce decision-making time.

- Produced special project sales enablement tools to address specific customers and industries.
- Conducted in-depth competitive analysis to understand new industry landscapes.
- Participated in special market research projects as assigned.

PTC, Boston, Massachusetts

SENIOR PRODUCT MARKETING MANAGER

3/2020 – 11/2021

PTC Smart Connected Operations helps drive manufacturing efficiency using Industrial Internet of Things (IIoT) and Augmented Reality (AR) technology solutions to achieve double-digit manufacturing cost improvements, asset efficiency, and factory output by accelerating productivity, throughput, and employee readiness & safety.

- Contributed to the Digital Performance Management product launch, including authoring, and organizing website content, the script for an architecture video, thought leadership webcasts, and case studies, and executed internal engagement activities to set the product up for future success.
- Directed content development and execution for dozens of webinars, panel discussions, and virtual product presentations to explain, highlight or promote PTC products for use in manufacturing facilities.

- Managed cross-functional collaborations to develop comprehensive sales presentations for specific industrial high-growth markets, including messaging for the electric vehicle battery production market and advanced Manufacturing Execution System (MES) analytics.
- Oversaw the authoring and publishing of thought leadership articles on Industry 4.0 and manufacturing digital transformation.

CHANGE HEALTHCARE, Newton, Massachusetts

PRODUCT MARKETING MANAGER - CONTRACT

8/2019 – 11/2019

Responsible for Product Marketing activities related to the InterQual Clinical Decision Support product. Including go-to-market activities, promotional campaigns, sales enablement tools, and product launch activities.

- Managed sales enablement database as the primary administrator.
- Developed and launched multiple new product sales tools to support NPI go-to-market activities.
- Provided guidance on a comprehensive email nurture campaign.
- Managed multiple cross-functional marketing projects, including training webinars, website improvements, and pitch decks.

ATHENAHEALTH, Watertown, Massachusetts

SENIOR PRODUCT MARKETING ASSOCIATE

7/2018 – 5/2019

athenahealth is a leading healthcare systems vendor offering electronic health records, network-enabled services, and mobile applications for medical groups and other healthcare organizations.

- Developed and drove strategic initiatives to commercialize the athenahealth Marketplace as a mainstream product/service and to grow the adoption of marketplace applications by existing and prospective clients.
- Designed the first positioning and value propositions for the athenahealth Marketplace, launched in 2014 but never fully commercialized.
- Wrote a detailed position paper to assist in creating a comprehensive corporate strategic plan to address the complex challenges of Medicare Advantage.

LISCO DEVELOPMENT, Providence, Rhode Island

STRATEGIC MARKETING CONSULTANT

1/2017 – 6/2018

LISCO Development was an expert at acquiring, rehabilitating, and managing mixed-use residential properties and neighborhood shopping centers.

- Supported the strategic marketing initiatives of commercial real-estate developments to enhance the branding and foot traffic of various neighborhood shopping centers and the retail establishments within the properties.
- Researched and contacted local businesses that would benefit from relocating or expanding to a LISCO commercial property.
- Assisted small business owners (tenants) with SEO for their websites and cost-effective digital marketing campaigns.

GCP APPLIED TECHNOLOGIES, Cambridge, Massachusetts

PRODUCT MARKETING MANAGER

11/2015 – 12/2016

GCP Applied Technologies is the leading manufacturer of specialty building materials, including building envelope waterproofing solutions and systems, fire protection products, and concrete admixtures.

- Launched a highly successful unique waterstop in North America, resulting in two large distribution partners that displaced the market-leading product.
- Helped drive annual sales growth of 7%-10% through new product introductions, sales tool development, internal and external product training, and pricing support.
- Engaged a cross-functional team to develop and launch an equivalent to a product sold only in the Middle East.
- Uncovered an underserved market segment of \$3-4 million through extensive voice-of-customer research.
- Led cross-functional teams that included supply chain, quality engineering, plant operations, and sales.

HONEYWELL SAFETY PRODUCTS, Smithfield, Rhode Island

SR. PRODUCT MARKETING MANAGER

11/2011 – 10/2015

Honeywell Safety Products is one of the largest personal safety and first aid equipment providers.

- Developed a comprehensive 5-year strategic plan to grow the first-aid segment based on market conditions, competitive SWOT analysis, and corporate growth targets resulting in the first year of US growth in 4 years.
- Launched a first aid incentive program resulting in over \$1M in new opportunities and over \$300K in new business.
- Drove operational improvements from an average of 82% on-time delivery to 95%.
- Initiated a six-sigma green belt project to develop a robust process for product rationalization that takes advantage of under-utilized systems tools, increasing the speed and accuracy of product rationalization.
- Completed and launched the first new NPI projects for first aid and eyewash in 5 years and successfully launched a 53-kit private label business line, including kits and replenishment items, in 4 months.
- Launched the product line's first eMarketing campaigns focusing on first aid in hazardous environments targeting the construction and oil & gas industries resulting in greater focus from the sales team and distributors.
- Successfully expanded global sales into Latin America with 153% sales growth.
- Drove overall market growth by significantly changing the national first aid standard to expand U.S. worker safety.

SMITHS MEDICAL, Norwell, Massachusetts

MARKETING MANAGER

3/2009 – 3/2011

Smiths Medical is a leading global provider of medical devices for the hospital, emergency, home, and specialist environments.

- Developed a strategic pricing model that propelled profit growth by 22% on a 7% price hike.
- Launched a marketing campaign to circumvent competitive pressures, expanding market share by 3% with 109% growth in sales.
- Led a cross-functional team to launch a new product brochure that promoted new and improved products within the portfolio.
- Motivated top performance through incentive compensation awards, training programs, product guides, and workbooks and galvanized excitement around new products.
- Developed and conducted an online seminar training series that included sales tools, resource guides, and workbooks, facilitating the sales team to sell new products in their portfolio successfully.
- Initiated a sales advisory group to address sales support matters such as product quality, new product development, and backorders.

PRESSURE BIOSCIENCES, INC., South Easton, Massachusetts

PRODUCT MARKETING MANAGER

12/2006– 11/2008

Pressure BioSciences is a life sciences company focused on developing and commercializing Pressure Cycling Technology (PCT), a novel and enabling technology to control biomolecular interactions.

- Led developing and launching an emerging sample preparation technology product line for the Mass Spectrometry market, with five products in two years, including one Frost & Sullivan Technology Innovation Award Winner.
- Introduced a trade show campaign centered on attending over 12 annual events, designed internal customer tools such as an intranet portal, and created innovative advertising campaigns during new product launches.
- Increased website traffic by 115% and launched the site two months ahead of schedule due to exceptional analytical and time management abilities.
- Saved the organization over \$100 thousand annually by streamlining current processes, created a monthly newsletter for clients, and led the development of promotional video content.
- Established critical pieces of the company's infrastructure, including an intranet portal, Salesforce.com (CRM) platform administration, and project management system.
- Lead Organizer for a successful scientific symposium on high-pressure bioscience.
- Designed and conducted a market segmentation project through first and third-party research, including multiple focus groups and online and in-person questionnaires.

Military Experience:

UNITED STATES NAVY RESERVES, Brunswick, Maine
AEROGRAPHER / QUARTERMASTER

EDUCATION, CERTIFICATIONS & AFFILIATIONS

Professional Certified Marketer (PCM®), Digital Marketing

American Marketing Association

Master of Business Administration, Marketing & International Business

Northeastern University, Boston, Massachusetts

Bachelor of Science, Resource Economics

University of Connecticut, Storrs, Connecticut

Member – Boston Product Managers Association

Member – American Marketing Association