Bryan Casteel

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Strategic thinker with a big picture mindset, exceptional ability to build strategy and drive actions which deliver on goals, and the capacity to energize a team of professionals by creating a resilient and innovative team culture.

Qualifications Summary

- Visionary professional with the ability to identify, evaluate, and negotiate value-creating business opportunities in support of a company's corporate vision and goals.
- Collaborative team player with high emotional intelligence and the capacity to work cross-functionally to evolve a business development strategy by partnering with the core business, operations, marketing, innovation, product, and customer experience teams to develop processes and tools designed to support growth.
- Exceptional communicator and change agent with a sharp power of observation, able to simplify sophisticated issues to make them easily comprehensible for a broader audience.
- Forward-thinking professional with the capacity to distill information, synthesize ambiguous problems, and create structured analysis to form a cohesive story for leaders across the organization.
- Engaging individual with a dynamic growth mindset, strong management and people skills, personal values, integrity, and technical knowledge; able to oversee and support contract negotiations.
- Highly effective strategist with the capacity to use creativity to determine the best course of action for the organization through use of skills that transfer across multiple industries and positions.

Career Experience

Evans Adhesive Corporation of Meridian Adhesives Group | Cincinnati, OH **Commercial Development Manager** | January 2021 to August 2023

January 2021 to August 2023

Establish solid foundation for success by managing new business development across multiple merged organizations within Meridian Adhesives Group's Industrial Packaging Division.

- Demonstrate leadership and perseverance to drive innovation by developing a new go-to-market channel for the Industrial Packaging Division resulting in over \$1 million in annualized new business.
- Generate energy and stability by integrating three commercial entities with three individual product lines into one commercial strategy for the corporate division.
- Contribute to corporate financial health by developing new account growth, which exceeds \$2M in annualized sales.

Special Project Manager, Corporate Acquisition Integration | October 2022 to March 2023

Defined direction that catalyzed coordination across departments by developing and implementing a series of actionable plans designed to integrate three companies into a single reporting entity.

- Harmonized operations by developing an action plan through *voice of customer* style interviews, which included each individual within all three organizations.
- Demonstrated strong leadership and foresight by summarizing, prioritizing, implementing, and executing action plans designed to address over 40 functional issues across seven operational categories.
- Increased personal and professional effectiveness while influencing a variety of working groups including customer service, operations, sales, technical, IT, finance, and procurement.

H.B. Fuller Company (Acquisition of Wisdom Adhesives) | Elgin, IL Strategic Account Manager | June 2017 to December 2020

2013 to December 2020

Rapidly excelled within position by driving sales and strategic corporate account management of packaging adhesives to corrugated / folded carton packaging makers within the United States and Canada. Helped integrate a company acquired by H.B. Fuller as core team member.

- Contributed significantly to increased revenue by exceeding sales budget for three of four years while driving controllable sales erosion to under 2%.
- Exercised sound judgment and discretion while managing a \$10.3M sales plan with three key corporate accounts and one strategic partner.
- Brought in over \$2M in new sales within 18 months while overseeing development and growth of a new partnership sales channel.
- Leveraged experience and functional knowledge to successfully spearhead SKU rationalization and product line optimization project for product portfolio.

Business Manager, Paper Converting, Tissue and Towel | Cincinnati, OH | June 2014 to June 2017

Ensured flawless execution while managing North American adhesive business within strategic markets of paper converting (folding carton, corrugated boxboard, paper laminating, honeycomb, core winding) and tissue / towel. Directly managed and developed important professional relationships with industry-respected national account managers.

- Delivered key contributions toward success by facilitating development and implementation of strategic plan for both marketplaces, which generated over \$40M in combined revenue at the highest margins within the business segment.
- Demonstrated innovation and capacity to excel by returning tissue / towel marketplace to upward growth trend following several years of double-digit sales losses; excelled by maintaining business segment-leading margins.
- Exhibited commitment and determination by achieving above-target growth across four strategic accounts including the largest business segment customer.
- Maximized productivity and provided vital structure by directing new product development efforts in alignment with market strategy and strategic market needs.

Strategic Account Manager, End-of-Line Packaging | Cincinnati, OH | January 2013 to June 2014

Demonstrated leadership and communication skills while managing strategic corporate account sales of packaging adhesives to a variety of industries.

- Administered \$8.1M sales plan with 15 corporate accounts throughout the United States and Canada.
- Displayed resourcefulness by securing two multi-year sole-supplier agreements within initial 12 months in position.
- Employed refined relationship-building skills and collaborative mindset while guiding extensive value-oriented sale at a large competitive facility; closed new business for brand new high-value hot melt adhesive.

Additional Experience as **Northeast Regional Sales Manager**, Toptech Systems, Inc., Cincinnati, OH; **Area Manager**, Honeywell Process Solutions, Cincinnati, OH; **Application Engineer**, Honeywell / Measurex Inc., Green Bay, WI., Honeywell International. Inc.

Education

Bachelor of Science in Paper Science and Engineering, Cum Laude, Miami University, Oxford, OH

Professional Proficiencies

Team Building and Leadership | Strategic Planning and Development | Business Communication | Solutions Management | Sales and Marketing | Partnerships | Cross Functional Collaboration

Leadership and Community Engagement

Commercial Excellence Training: Siebel Target Account Selling, Value Selling, Voice of the Customer United States Patent No. 6,284,380

Assistant Scoutmaster / Merit Badge Counselor, Boy Scouts of America, Troop 161