





# WENDY S. BOOKER

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## PROFILE

*An award-winning product marketing and digital marketing leader with 15+ years of experience in driving business performance, streamlining operational infrastructure, and executing data-driven marketing initiatives to penetrate new markets. Expansion across new channels and the B2B environment has resulted in 118% growth in margins.*

*An analytical change agent with proven success in building divisions/teams from the ground up, driving strategic pivots in GTM (go-to-market)/customer focus, cultivating robust partner ecosystems with leading distributors/OEMs, and analyzing market trends to devise targeted product campaigns while maintaining brand consistency and compliance.*

*A collaborative problem solver with a sense of urgency for maximizing ROI on customer/product programs, accurately identifying customer needs, simplifying complexities, and communicating effectively with cross-functional stakeholders, thereby maintaining alignment between programs and strategic business goals.*

## PROFESSIONAL EXPERIENCE

**PICO MES & HARBOR COMPLIANCE** (Software developers for manufacturing & heavily regulated clients) **Lancaster, PA**  
**HEAD OF MARKETING/HEAD OF GROWTH MARKETING - contractor** **2022 to present**

- Established **digital capability roadmap** in Agile software development environment.
- Led demand generation initiatives, including Created and implemented 13 campaigns leveraging digital analytics results (Google Analytics)
- Through customer meetings, market analysis, and working with sales, **mapped the end-to-end customer buying journey and defined customer segmentation constructs** to align product positioning and execution of digital products.
- Demonstrated success in key product metrics (including **monthly recurring revenue, lead conversion, customer acquisition cost**) for new products and customers transitioning to **digital technology solutions**
- Defined & executed timeline, budget, product/marketing strategy and product launches.
- Executed strategic plan, content development, advertising and lead management through HubSpot CRM.

**AHF PRODUCTS** (Global building products manufacturer; spin-off from Armstrong Flooring; Rev ~\$1.5B) **Lancaster, PA**  
**VICE PRESIDENT, MARKETING & PRODUCT** (promotion—named 1 of 6 new executive team members) **2019 to 2022**

- Launched 58 collections in 24 months (a **300%+ increase** over the previous 24 months) at a fast-paced business, which contributed to **118% growth in margins**.
- Developed **product lifecycle and pricing strategies for products**, new merchandising displays, visuals, and processes to **improve product engagement 31%** at purchase points and establish brand differentiation.
- **Raised brand awareness 18%** and **grew positive impressions 31%** for the legacy brand within 12 months.
- Key product matter expert and thought leader for **M&A initiatives**. Led portfolio consolidation & integration.
- With \$12M annual budget and 25-person team (including product management, product development, marketing and pricing), provided executive support, strategic vision, active coaching, and leadership.
- Tracked customer behavior & forecast trends; positioned launches with clear differentiation to boost margin.
- Executed pricing policies, special pricing and online policies to maximize sales & minimize channel conflict.
- Served as key point person for written and verbal media opportunities with the industry for brand positioning.
- Improved digital presence with website SEO, product launch videos, press releases & trade articles.
- Drove thought leadership within the industry on technical performance results to drive customer engagement.

**ARMSTRONG FLOORING, INC.** (Global building products manufacturer; NYSE: AFI; Rev \$640M) **Lancaster, PA**  
**HEAD OF PRODUCT MARKETING** **2017 to 2019**

- Implemented the firm's **first-ever Distributor Launch Event** to introduce product launches, receiving **97% positive feedback** from attendees & accelerating **partner engagement with new products by 24%**.
- Planned and executed critical elements of new Go-To-Market strategy, earning **multiple awards**: The **Diamond Award** - the **company's highest honor** - overall leadership and direction to facilitate the strategic change; **2 Morado Awards** for the promotional budget strategy and the critical GTM pivot distributor event.
- Effectively managed \$6M budget and actively coached 8-person team to spearhead the development of effective marketing strategies and Voice of the Customer functions for a \$950M B2B market segment.
- Established and led the first ever Distributor Marketing Advisory Council (DMAC) to collaborate and gain VOC from key customers, resulting in 35% faster execution of new products, full alignment on marketing collateral and updated digital events/webinars format.

**FENNER PLC** (Global industrial products manufacturer; now part of Michelin; LSE: FENR; Rev \$655M)

**Manheim, PA**

**VICE PRESIDENT & GENERAL MANAGER** (promotion)

**2015 to 2017**

- Drove **31% growth in Year 1** for the global NinjaTek 3D division by creating a robust business plan and closing **2 OEM agreements** with top 3D printer manufacturers.
- **Grew e-commerce sales 22%** through internal site, Amazon and distributor sites through keyword enhancements, instructional videos and re-branded products.
- Built a new global division focusing on 3D printing from the ground up, including creating the business plan, launching new products, and hiring team.
- Transitioned the brand from consumer to industrial markets and secured a sole source distribution agreement with an industrial products supplier.

**DIRECTOR, MARKETING & PRODUCT**

**2014 to 2015**

- Reinvigorated the industrial product development pipeline, resulting in new product revenue growing by **89% in Year 1** and **104% in Year 2**.
- Selected as **1 of 16 high-potential business leaders** (from a **4.5K+ global workforce**) to participate in the **Pathway Development Program**.
- Oversaw a \$3M budget and an 18-member team in rebuilding the industrial product pipeline by developing a Stage Gate process and aligning 4 departments. Served as key member of executive leadership global team.

**ARMSTRONG WORLD INDUSTRIES** (Global building products manufacturer; NYSE: AWI; Rev \$2.9B)

**Lancaster, PA**

**PRODUCT MANAGER**

**2011 to 2014**

- Established the firm's **first-ever relationship with Walmart**, launching 6 floor care products that resulted in **60% channel revenue growth** over 5 months. Earned the **Gold Award for Excellence** in recognition of high-impact business results from the launch.
- Strategized and executed growth initiatives and best practices for 4 flooring accessory product lines sold at retail, generating \$55M in revenue.
- Led the launch of a new flooring adhesive product targeting the healthcare construction sector, enabling a 50% reduction in hospital flooring installation time.
- Redesigned product packaging to ensure greater brand alignment and regulatory compliance, resulting in a 12% reduction in inventory.
- Launched 6 new products with Walmart and led a quick product reformulation to align with customer requirements and comply with environmental regulations.

**ADHEZION BIOMEDICAL** (Medical device manufacturer; Rev ~\$40M)

**Wyomissing, PA**

**DIRECTOR, MARKETING & PRODUCT** (promotion)

**2009 to 2011**

- Created an independent sales organization with 20+ indirect sales reps, cultivated strategic partnerships, and designed the customer service function. Developed presentation pitches, brochures and flyers.
- Closed a supply agreement on an FDA-approved product with the firm's first health system customer, leading to the firm's first private label supply agreement.

**PRODUCT MANAGER**

**2008 to 2009**

- Service launches on a global scale, including a new surgical adhesive, overseeing marketing strategy, sales team training, collateral development, and 510(k) FDA compliance.
- Deployed strong interpersonal skills to cultivate relationships with opinion leaders in plastic and orthopedic surgery, resulting in a Top 3 ranking for the product.

## EDUCATION

**Master of Business Administration (MBA), Finance and Marketing**

**Columbia University, New York, NY**

Dean's List; Community Day Design Winner

**Bachelor of Science (BS), Facility Planning and Management**

**Cornell University, Ithaca, NY**

Dean's List; Outstanding Senior Award; Gamma Sigma Delta Honor Society; President, KKG Sorority; Vice President, IFMA (International Facility Management Assoc.) Student Chapter; IFMA Foundation Scholarship

**Liberal Arts Program**

**Princeton University, Princeton, NJ**

Completed 24 credits; transferred to Cornell University

## PROFESSIONAL AWARDS

**New Product of the Year Finalist (2022)**

**Pico MES**

**GOOD DESIGN Awards (2022, 2021, 2020)**

**AHF Products**

**Better Homes & Gardens 30 Most Innovative Products Award (2022, 2021)**

**AHF Products**

**ADEX Design Awards (2022, 2021)**

**AHF Products**

**Diamond Award (2018)**

**Armstrong Flooring, Inc.**

**Morado Awards (2018, 2017)**

**Armstrong Flooring, Inc.**

**Pathway Development Program (2016)**

**Fenner PLC**

**Gold Award for Excellence (2013)**

**Armstrong World Industries**