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Effective, accountable, and results-oriented sales professional with 15 years experience in progressive sales and leadership positions. Proven skills include:

Sales And Sales Management

Customer Partnering

Team Development

Marketing Communications

Marketing Automation

New Business Start-Up

Quality & Service

Strategy and Brand Marketing

Employment History:

Inside Look

11/2015 - Present

Principle

Inside Look helps companies define and grow in their strategic target market through multi-channel marketing. This includes on-line marketing leveraging the latest technologies and compelling content, editorial credibility, digital print, and other media to create a 360-degree brand experience.

CCL Healthcare

6/20/14 - 10/2015

CCL Healthcare is a \$200 million printed packaging provider to the Healthcare industry including labels, digital folding cartons, and inserts and outserts with 24 production facilities in North America. CCL Industries earns more than \$2.5 billion in worldwide revenue.

Marketing Director, Healthcare North America

Division of CCL Industries

Responsibilities included strategic marketing, developing customer alliances, branding, and sales initiatives.

Accomplishments include:

- Developed and implemented Strategic Marketing Plan
- Rebranded CCL Label into CCL Healthcare to focus on on targeted market with full product lines
- Launched digital printed packaging line, including labels and folding cartons
- Held multiple customer events, trade shows and launched marketing automation marketing initiatives

Inside Look, Inc., 1/1/11 – 6/2014

Principle

Inside Look helps companies define and grow in their strategic target market through multi-channel marketing. This includes on-line marketing leveraging the latest technologies and compelling content, editorial credibility, digital print, and other media to create a 360-degree brand experience.

Nosco, Inc., Gurnee, Illinois, 1/1/07* - 2011

*Worked with Nosco in Strategic Branding since 2003

\$80 million printed packaging provider to the pharmaceutical, medical device, and biotechnology industry. The Company's emphasis is on differentiated strategic initiatives to gain access to new

accounts, drive profitable growth, and expand where appropriate.

Vice President of Marketing/ Regional Sales Manager

Established a marketing department to meet specific goals to: refine strategic market segments, create a differentiated brand throughout the United States, and obtain new profitable customers.

Accomplishments include:

- Defined corporate market segmentation approach, and five-year strategic plan as member of Nosco's leadership team.
- Created brand promise and corporate branding value proposition.
- Increased strategic market penetration by 7%, with 69% of company sales coming from the strategic target market.
- Grew market share from 19% to 23% amidst bid package-based attrition, while growing margins to effectively utilize invested capital.
- Qualified more than 90 prospects from more than 300 target leads, resulting in nearly 20 new customers (significant since the selling cycle is between 18 and 24 months).
- Established a 360-degree marketing engine that includes: tradeshow, workshops, loyalty and marketing automation initiatives (leveraging Marketo), educational workshops, print and web advertising, an interactive web site, and significant editorial presence.
- Planned and conducted formal and informal sales meetings and marketing events.
- Managed the Eastern Regional Sales Team with double-digit annual revenue growth.
- Co-led the strategic and annual operating planning process for marketing and sales.
- Led the "California Express Solution Team" that included Hewlett-Packard, SAP, Acsis, and Systech. Together, these industry leaders helped drug makers prepare for National item level serialization at the Rx bottle level to reduce the infiltration of fake drugs, estimated at \$60BB annually. Ultimately, the law was postponed until 2015. Established and led the newly formed "4 Serialization Team" to prepare for 2015 serialization mandate. www.4serialization.com

FLEMING PACKAGING CORPORATION, Orlando, Florida, 3/00 – 3/03
now Renaissance Mark

\$118 million prime label printer and equipment supplier to the wine, spirits, food and beverage industries with 11 facilities in the U.S. and Mexico. The Company's emphasis is on high-value label production and related services to increase brand shelf presence and make it easier for customers to develop, launch, and manage their brands. I left Fleming after the company was sold.

Corporate Chief Marketing Officer (V.P. of Sales and Marketing), 11/01 – 3/03

Established business structure, objectives, and strategy to align five sales groups into market-focused sales and customer service teams integrated with manufacturing facilities. Managed strategic marketing initiatives and day-to-day sales in Orlando, Napa, Peoria, and Mexico City primarily for the spirits, wine, and food and beverage label printing markets. Directed the activities of 40 people through contract negotiations, pricing, new product development, customer relationships, and problem solving.

Accomplishments include:

- Increased \$42 million company's competitiveness in a declining wine market environment by analyzing customer needs, and creating and leading a multi-functional team to reduce customer's cost, introduce new services, create a new pricing strategy, and prepare customer communications. This resulted in \$3.0 million of new label sales.
- Competed, won, and signed a three-year PS agreement worth \$7 million annually for 100% share from the world's largest winery.
- Increased competitiveness and share at a large winery worth \$8 million annually by offering new services and cost-effective product alternatives.

- Jointly developed and launched facility consolidation resulting in a cost reduction of \$2 million in overhead.
- Initiated and sponsored Six Sigma project to reduce color variation in wine label production, which resulted in a 70% reduction in reruns in the first six months of implementation.
- Successfully managed the operational, marketing, and sales cost budgets of over \$1.0 million, including trade shows, employee compensation, capital and T&E expenditures.

Vice President and General Manager, 3/00 – 3/03

Fleming Pressure Sensitive Division

Launched a new start-up division to better serve and grow the spirits, wine and beverage markets. Established operational, marketing, sales, and customer objectives and drove key initiatives to increase share and profitability. Managed all aspects of the P&L through a facility of 12 production people, 4 sales professionals, and leveraged an external sales team.

Accomplishments include:

- Grew the business to \$4 million in revenue, met working capital measurements, and successfully managed all aspects of this start up business. Customers included The Wine Group, Bacardi, Brown Forman, Allied Domecq, E&J Gallo, and Barton Brands.
- Won \$2 million contract in sheet-fed and PS spirit sales with Brown Forman.
- Secured the world's largest spirit brand, Bacardi Light Rum, worth \$1.5 million annually, during PS conversion from sheet-fed by providing rapid response in new label development. Worked directly with members of the Bacardi family and others in new product development. Helped facilities scale-up with new labeling machine technology in Jacksonville, FL; Nassau, Bahamas; Puerto Rico, and Mexico City.
- Created spirits label marketing plan to define corporate objectives and strategies and drive action plans to grow profitable market segments. Plan resulted in opening of a new label production facility, new products, and new sheet-fed and PS sales.
- Achieved #2 share position in spirits market within three years.
- Secured \$700,000 from a new food brand launch with Kraft through fast response and high quality.
- Formalized quality processes by establishing an ISO 9001-based initiative to increase quality and raise accountability level, resulting in 25% reduction in reruns, 10% increase in profitability, increase in on-time delivery, and a reduction in defects. This included Six Sigma concepts for use in new label development and problem solving.
- Eliminated \$250,000 of complaints and saved \$800,000 of wine business through defect analysis and immediate corrective actions, which resulted in protecting current business and led to securing new brands from the winery.
- Justified and invested in \$500,000 of capital expenditures resulting in a 30% increase in efficiencies, including an increase in press speeds by 15%, and the ability to run thin-gauge pressure-sensitive film material which drove further innovation.
- Hired a group of diverse people into Orlando PS facility, and built a service and quality focused team that placed customers first with rapid response and a passion for success which resulted in excellent customer feedback and new business.
- Participated in Fleming's Quarterly Business Council to set strategy and direction, and develop and manage implementation of key corporate-wide initiatives.

AVERY DENNISON, FASSON MATERIALS DIVISION, 1/93 – 3/00

Painesville, Ohio

A \$4 billion global printing materials and office products manufacturer, Fasson self-adhesive label materials business was \$1.5 billion.

Director of New Business Development, 1/99 – 3/00

Identified and launched products for the newly created, \$25 million Food, Beverage, and Wine Business into current and new markets to grow overall prime film label material markets. Led marketing, research and development, and operations teams to identify and meet customer

requirements.

Accomplishments include:

- Created a business plan and grew sales in the Food, Beverage, and Wine Business by 25% to \$25 million while meeting profitability targets and partnering with key customers to accomplish business goals.
- Developed and launched new film materials to penetrate the pressure sensitive beverage market. Program resulted in \$3 million in new business won in the first year on new products, and the creation of an Allied Supplier Program and a developed value chain.
- Launched Total Applied Cost software to assist converters and end users evaluate the cost implications of transitioning from sheet-fed packaging lines to pressure sensitive technology.

Business Segment Leader, Pharmaceutical Label Markets, 1996 – 1/99

Designed and established a new business team concept to transition from a product management focus to a key customer and market focus, which increased the Company's presence in growing markets. Managed the \$42 million pharmaceutical business before taking on additional responsibilities in the Health And Beauty Aids and Food, Wine and Beverage.

Accomplishments include:

- Defined and implemented a market-focused business team model that included business management, market development, and technical support integrated with sales to increase vertical customer knowledge and presence. This resulted in a 12% sales increase in the first year of the piloted pharmaceutical business, an increase of 3% in market share, and 8% in throughput profitability.
- Expanded position responsibilities to include Health and Beauty Aids, and Food, Wine and Beverage. Staffed and led each business team with results of growing the combined business \$12 to \$15 million per year.
- Led/contributed to several strategic, annual operating and marketing plans to implement initiatives to increase revenue and efficiencies.

Product Manager, Prime Films, Fasson Films Division, 1993 – 1996

Managed \$45 million prime films product line and grew product revenue between 13% and 15% annually. Supported 15 sales professionals and responsible for marketing plans, forecasting, new product development, communications, pricing, and problem solving. Launched several successful products in a high-energy environment.

Accomplishments include:

- Achieved \$6 million in sales the first two years of launch by prioritizing projects, leading product development teams, introducing new products.
- Provided research, analysis, and forecasting to justify the acquisition of a \$15 million, long run films adhesive coater.
- Established a product line team concept and hired and staffed with product development engineer and product associate.

ROCKWELL INTERNATIONAL CORPORATION, 1988 – 1992 ALLEN BRADLEY DIVISION Highland Heights, Ohio

A \$2 billion global division and manufacturer of industrial automation products for automotive, electronics, and processing industries, including programmable controllers, programming and monitoring software and hardware products.

Product Manager, Programming Software and Hardware

Managed control programming software products and industrial programming terminals. Launched new programming software upgrades, established upgrade and licensing policies with customers and with third party providers.

Accomplishments include:

- Launched and marketed new programming terminals based on customer requirements and new technology. Grew terminal sales between 25% and 30% in first years of launch.
- Justified, developed and launched four programming software updates.

Education and Professional Development

B.S. in Business Administration, 1988
Bowling Green University, Bowling Green, Ohio
Major in MIS with a focus in marketing and economics
Member, Bowling Green Rugby Football Club
Member, Delta Sigma Pi

Additional training in:

Strategic Selling Process, Marketing Automation, Professional Presentation, Financial Management, Technical Writing, High Performance Work Teams, Allen Bradley Management Institute.
Professional Sales Training, Six Sigma Leadership Training, Design For Manufacturing, and EPA/Health and Safety Training.

Community Service

Board Member, Family Promise of Warren County, Ohio
Deacon, Heritage Presbyterian Church, Mason, Ohio