

# Andrew Ross, MBA

Philadelphia, PA • 267-402-7224 • [acrossny@gmail.com](mailto:acrossny@gmail.com) [www.andrew-ross.com](http://www.andrew-ross.com)

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## Strategy, Commercial Leadership

- Strategy Planning & Analysis
  - Engineering/Proj. Mgmt Leadership
  - New Business Development
  - Channel Management/Strategy
  - Profit and Loss Responsibility
  - Sales/Marketing Leadership
  - Process Improvement
  - Go-To-Market Strategy
  - New Product Innovation
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## Key Professional Experience

### Consultant | PTM Consulting

2021 - Present

Sales operations, Engineering and Project management consulting services for small/Mid Cap global B2B companies in Aerospace, Logistics and Pharmaceuticals.

- Developed business strategy, product roadmap and engineering plan to grow new, recurring revenue for medical automation company in US and Canada.
- Created market penetration/channel strategy for company to penetrate growing logistics market as a new, niche solution provider.
- Generated Project Management and strategy template for new project execution and developed a Go-to-Market plan for selling to aerospace and military customers for an industrial technology company.

### VP Sales/SVP/General Manager, Global Process Systems | LDX Solutions, Bellevue, WA

2017 – 2021

As Vice President of Sales, I led the commercial development of sales and marketing in the Americas and EU. Promoted to SVP with full P&L responsibility. I recruited sales and project management teams, reduced turnover and updated engineering, project management and back-office business automation processes to track/deliver results.

- Implemented value selling pricing model that resulted in 32% sales growth while improving margins by 24%.
- Implemented new project management and engineering tools to reduce delivery time, increase productivity and improve EBIT.
- Defined new strategic product using VOC, led engineering development and project management execution to rollout in 14 months resulting in revenue 121% of forecast in Yr. 1.
- Recruited and managed an international sales team with sales automation tools resulting in funnel growth of 112%, improved close percentage 7% and grew sales 44% YoY.
- Redesigned and launched new branded website. Increased web traffic by 41% and lead generation by 112% contributing over 5.3% in additional revenue in Yr. 1.

### Global Director, Aftermarket Marketing & Sales | SHAPE Technologies, Kent, WA

2016 – 2017

After detailed analysis, I restructured aftermarket operations, grew share of aftermarket sales and developed new aftermarket products

- Rebranded the global aftermarket business to increase digital market share and using VOC, introduced new service products that grew revenues 16% in the first year.
- Reduced call-to-invoice cycle from over 33 to 6 days on average (a 27-day reduction) by implementing an automated service scheduling/dispatch/billing model and restructuring service department.
- Increased monthly quotes by 48% and deal closing rate by 49% with the restructure of organization's customer service group.
- Created and launched on line parts store with same day parts order/ship. Increased Tier 1 parts sales by 24% with 98% on time delivery.

### Director of Marketing & Business Development | Faure Herman, Inc., Paris, France

2009 – 2013

I led the marketing and business development teams for new products for Aerospace and Energy companies, grew brand awareness in Asia and Americas and integrated new acquisitions into the division.

- Led new product development (NPD) process for a product platform using a global VOC program and a NPD Tollgate process to define and launch the product.
- Defined product and developed manufacturing test processes leading to a successful launch of product to our distribution channel in China that generated sales 51% over forecast in 1<sup>st</sup> year while protecting IP and future sales opportunities.

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Product Marketing Director/Sales Manager | Danaher Corporation, Chicago, IL

1999 – 2007

Product Manager to develop new products for organic growth, improve commercial operations and rationalize/maximize profitability of mature product lines. Led global sales and product management teams and developed new processes to support definition, development and launch of new products.

- ☐ Implemented a value selling program that resulted in conversion of 4 key OEM and 2 major product users in first year of implementation generating \$6M in new revenue.
  - ☐ Led Engineering and Product management teams focused on driving new product innovation, developing new products and launching them globally. Led the VOC, New Product Development team for the Danaher Product of the Year in 2007. Managed a team of 3 product managers in Europe, US and Asia.
  - ☐ Created a “Strategy to Launch” marketing toolbox for product managers to provide detailed deliverables checklist for launch of new products. Incorporated as part of standard Danaher toolbox for product managers to ensure products met deliverables required for the Tollgate process
  - ☐ Launched Salesforce.com CRM tool that reduced PO cycle time by 22%, provided transparency in opportunity funnel and centralized company contact database to simplify the launch of marketing initiatives.
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## Education and Credentials

Master in Business Administration, University of Chicago, Chicago, IL

Bachelor of Arts in Chemistry, University of Miami, Oxford, OH

Software Certifications: Microsoft Office Suite, Adobe Suite, Salesforce.com

Greenbelt Certifications: Voice of Customer, Ideation, Solution Value Selling, New Product Development, Standard Work