

# Ronald Zimmerman

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## PROFILE

Marketing, sales and business development professional with over 15 years of experience, proven results in all aspects of developing, communicating, advertising, promoting and selling highly technical products.

## EXPERIENCE

### **Manager Europe, Zolo Technologies, Boulder, Colorado** **2010-present**

Responsible for installation and execution for \$8 million in business with Siemens. Engaging customers and representatives for market development across western and eastern Europe, with an expected unit sales of over \$15 million by 2011.

*Direct sales and product management support* to industry including coal-fired power plants, waste incineration, and aero-derivative turbine manufacturers and customers.

### **Marketing Manager, Zolo Technologies, Boulder, Colorado** **2003-2009**

Developed and executed missionary marketing plan with activities ranging from developing a strategic plan to target customers to designing integrated advertisement, promotion and trade-show management for cutting edge technology in the power generation market supporting a projected *42% revenue growth*.

*Forecasted and administered \$400,000* budget for aggressive, integrated marketing plan, including web, direct mail, display advertising, trade-show management and direct telemarketing both nationally and internationally.

*Sales responsibility for \$500,000* diode laser spectroscopy-based combustion measurement instrument sold directly to utilities and through manufacturing representatives in the fossil-fired power generation industry.

### **Sales and Marketing Manager, Zolo Technologies, Boulder, Colorado** **2007**

Interim Vice-President of Sales and Marketing. *Created strategic tools* such as pipeline management, organizational strategy and opportunity targeting as well as integrated all activity of a diverse five-person staff using Salesforce.com CRM tool. On-going goals include increasing bookings and rapidly reporting activity to the board of directors.

*Managed sales and marketing* staff and representatives nationally and in Korea and Europe.

### **Sales and Marketing Manager, Melles Griot, Boulder, Colorado** **2001-2002**

Lead talented five-person team of sales and customer service professionals in a staff level position *responsible for \$8 million* diode-laser and optical assembly business.

Originated an innovative marketing strategy for new products building on strengths and core-competencies of the organization that generated new sales and engineering direction and *increased sale price* for selected products four-fold.

### **Product Line Manager, Laser products, Melles Griot, Weert, The Netherlands** **1996-2001**

Coordinated a network of company subsidiaries and manufacturer's representatives in ten countries across Europe *increasing sales over 25%* in Spain and Germany. Responsible for training, customer visits, pricing, support and acted as technical liaison with manufacturing facilities in Colorado and California.

Introduced new diode pumped solid state laser to European market *resulting in \$700 K in sales in first year*.

Developed market strategies for biotechnology, semiconductor and reprographics markets.

Specially tasked to manage critical transition of acquired company as it moved from San Jose to San Diego.

**Managing Director, Omnichrome Europe, Weert, The Netherlands****1995-1996**

*Founded* European subsidiary for Omnichrome to support major OEM customers, particularly in biotechnology markets and expand manufacturer's representative network for California based argon and HeCd laser manufacturer. Later acquired by Melles Griot.

**Service Manager, Laser 2000 GmbH, Munich, Germany****1992-1995**

*Founded and managed* service department within manufacturer's representative office. *Enabled better relations* with both customers and principals, both critical to the success of the representative's business.

Successfully installed a range of systems including argon, HeCd, HeNe, Ho:YAG, Nd:YAG, diode and tunable diode, Ti:Sapphire and copper vapor lasers.

**Advanced Product Development Engineer, Omnichrome, Chino, California****1989-1992**

Gathered market information from new and existing customers and initiated new designs for HeCd laser products to meet market requirements in the reprographics, semi-conductor and rapid-prototyping markets which resulted in a successful release and *20% increase in sales* for new HeCd laser products.

Enabled continued shipment of quality products by employing TQM techniques in manufacturing engineering support for production line.

**OTHER EXPERIENCE****Market Consulting****2002-present**

Technical marketing expertise for innovative start-ups. Create market focused business plans that are only possible through a thorough understanding of technical capabilities of the business combined with knowledge of market demands supported through research, and direct customer communication. Launched marketing plans that recommend sales and marketing channels, advertising, imaging and branding, and promotion.

**Vice President and Marketing Chair for Colorado Photonics Industry Association****2003-2006**

Responsible for branding, advertising and public relations as well as supporting the association president of this 240 member industry association.

**Instructor, Front Range Community College****2002-2003**

Developed course work and lab work for certificate courses in Lasers and Vacuum Technology certificate course. Developed and taught Fundamentals of Lasers, Fundamentals of Fiber Optics, and Photonics Devices

**EDUCATION**

California State University, Fullerton

Bachelor of Science, Physics

University of California, Los Angeles

Certificate, Total Quality Management

Performance Consulting Services, Montrose, Colorado

Certificate, Fundamentals of Combustion and Boiler Optimization

**STRENGTHS**

A competent self-starter with a sharp focus. Capable strategic thinker who motivates and enables employees to meet and exceed goals. Familiar with all aspects of marketing communication from press-relations, graphic design and print advertising through website development (HTML, CSS, content management systems), webinars and trade show management. Managed all aspects of technical marketing and strategic selling including CRM software, sales forecasting, pipeline management, advertising budgets and forecasts, market research, business plan development and closing sales. Skills shine best in organizations where the team is required to perform a large range of activities.

Widely traveled and comfortable in many cultures. *Fluent in Dutch and German.*