

# George R. Sloan

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## CUSTOMERS. MARKETS. PRODUCTS. REVENUE. INTRODUCING A MARKETING EXECUTIVE WHO KNOWS HOW TO FIND, GROW *and* SUSTAIN THEM.

**Senior Marketing Executive** with a significant history of elevating business performance through marketing that is entrepreneurial in spirit and substantive in value-laden content. An example: initiatives created for a division of billion-dollar global manufacturer increased sales 6% annually over 3 years – as the industry declined 16% a year. Regardless of the results you're getting, you can do better. I can help. A few more examples:

*Markets found and developed...*

- **\$20 million:** new niche in a mature horizontal market; gained 20% share.
- **\$50 million:** niche in an emerging market; negotiated partnership with Fujifilm in Japan.

*Revenue increased...*

- **22%:** growth in product line sales (\$27 to \$33 million) with virtually *no* budget.
- **\$6 million:** incremental sales generated from a custom catalog for one key distributor.

*Products developed...*

- **400+:** products commercialized profitably in the past decade.

## PROFESSIONAL EXPERIENCE

**THE SLOAN GROUP, LLC** Milwaukee, WI

Current

### Principal

A marketing, advertising and communications consultancy.

- Built B-to-B client base that includes wellness service providers, architects, manufacturers and more.
- Created an automated, vertical market marketing program for small businesses (<\$1 million in sales, <10 employees); program marries content and technology to generate new revenue, new customers; strengthen existing relationships; grow lifetime value by growing repeat sales from repeat customers.

**CONSTRUCTION FORMS, INC.** Port Washington, WI

2009

### Senior Vice President, Sales & Marketing

Manufacturer of abrasion-resistant piping systems for concrete pumping, mining and other industries.

- Responsible for 2 divisions selling in North and South America.
- Retained as marketing consultant.

**CLARION SYSTEMS, LLC**, Milford, PA

2007 to 2009

### Vice President, Channel Marketing

Global leader in photoluminescent products; also manufactured range of building identification products.

- 35: new products commercialized; gross margin more than 50%.
- Created AIA-accredited product training programs for architects
- Built and trained nationwide network of independent Manufacturers' Representatives.

**NORTH STAR GUIDANCE, LLC** New York, NY/Milwaukee WI

2005 to 2007

### Business Leader (VC startup)

- 250: new products brought to market; built channel in North America & Middle East.

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**BRADY CORPORATION**, Milwaukee, WI (NYSE: BRC) 1994 to 2005  
A premier \$1 billion global leader in printing systems, industrial identification and graphics products.

**Senior Manager, Market Development/Product Marketing  
Brady Americas** 2003 to 2005

- \$5 million: one-year growth in existing product lines, from \$27 million to \$33 million.
- \$4 million: sales of new product for new niche market; 300: new products commercialized.

**Director, Customer Marketing (North America)** 1998 to 2003

Member of 4-person division management team with P&L responsibility for \$100 million unit.

- 6%: division growth compounded annually as the industry declined 16% a year, 2000-03.
- \$6 million: new sales from custom catalog for key distributor.
- 16%: annual increase in *quality* leads despite 40% budget cut over 3-year period.
- 1.8%: abandoned call rate achieved; down from 9.5% – as headcount declined 26%.
- 46: personnel managed and developed (six managers, 40 full-time associates).

**Director, eBusiness Marketing, Graphics Group (Global)** 1997 to 1998

- \$1.40: transaction cost (down from \$14.75) with an online ordering extranet.
- \$1 million: in new sales from product configurator ([www.grainger.com/customsigns](http://www.grainger.com/customsigns)).

**Business Unit Manager, Business Development (Global)** 1995 to 1997

- \$50 million opportunity with negotiated partnership with Fujifilm (Japan).
- \$2 million in first-year sales introducing safety products into events market.

**Manager, Marketing Communications (U.S.)** 1994 to 1995

- 29% sales growth and 51,282 leads from Brady Big Rig North American tour.
- 55% budget savings after renegotiating vendor contracts.

**NEW PIG CORPORATION**, Tipton, PA 1992 to 1994

**Business Leader**

\$85 million catalog marketer of industrial safety solutions. Led the launch of an ergonomics business unit.

### EDUCATION

**B.S.**, Journalism – Bradley University, Peoria, IL; December 1979.

### RECOGNITION

- *Buildings Magazine*: new product line in the magazine's "Top 100 Products" of 2007.
- International Direct Marketing Association: Gold and Silver Echo Awards.
- *Catalog Age Magazine* – Silver Award for Catalog Excellence.
- Brady Corporation: 2 *Best New Business Awards* and 14 President's Awards/Recognition.

### SERVICE

- President – Board of Education, Germantown School District, Germantown, WI; 2 terms.
- Secretary, Board of Directors – Photoluminescent Safety Association; 2 terms.
- U.S. Green Building Council.
- Construction Specification Institute.
- Underwriter's Laboratories UL 924 and UL 1994 Standard Technical Panels.
- Federal Railroad Task Force on Emergency Evacuation.

### REFERENCES ON REQUEST