

MELISSA J. UTSCHIG

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BACKGROUND SUMMARY

SENIOR MARKETING COMMUNICATIONS MANAGER with over 20 years of experience in the business-to-business marketing communications arena. Developed and honed skills in marketing communications, public relations, video production, event planning/management and web strategies that deliver value to the bottom line. Successfully executed senior management strategies by employing tactics that support both long-term branding and near-term sales missions. Have led diverse and globally dispersed staff members to results that exceeded expectations.

Demonstrated track record in:

- Strategic Planning
- Global Product Launches
- Branding
- E-Business Initiatives
- Web Site Development
- Video Production
- Interactive/Multimedia Tools
- Advertising
- Public Relations
- Trade Show Management
- Market Research
- Lead Generation
- Multi-lingual Documentation
- Internal/External Communications
- Social Media

PROFESSIONAL EXPERIENCE

BRADY CORPORATION, Milwaukee, Wisconsin

1997 to May 2010

[Brady Corporation](#) (NYSE: BRC) is an international manufacturer and marketer of identification and materials solutions.

Teklynx International (www.teklynx.com) (1999 to 2010)

Teklynx International is a division of Brady Corporation and the global leader in automatic identification and data collection software.

Director, Marketing Communications and Inside Sales – Americas (2006 to 2010)

Responsible for managing and fostering the growth of 5 inside sales and customer service reps in North America and Latin America, in addition to managing a team of 3 marcomm professionals and the distribution sales channel.

- In an expanded leadership role, dedicated 40% of time coaching and developing others.
- Managed the Distribution Channel which accounts for 60% of the company's sales revenue.
- Successfully launched a new version of the leading software brand globally in November 2009. Managed the global plan and facilitated global launch meetings. All materials were developed on time and on budget.

Director, Global Marketing Communications Services (1999 to 2006)

Responsible for all aspects of global marketing communications and documentation, including product launches in North America, South America, Europe, Asia and the Middle-East.

- Positioned Teklynx International as the global leader in auto identification software by building a strong corporate image for the company to increase sales, market share and end-user preference on a global basis.
- Defined the company's global branding strategy to support its acquisition strategy.
- Successfully integrated multiple brands from four international acquisitions including: Graftek, Barcodes West, Eset GmbH, and StrandWare.
- Contributed to the accelerated growth of the company from a \$3 MUSD to \$15MUSD in a 3-year period, which was gained both organically and through acquisition.
- Established the graphic design guidelines to be used globally for product launches.
- Developed and managed marketing communications programs to ensure global consistency and support a company growth rate in excess of 25%.
- Directed the specification, implementation and maintenance of new web sites and eCommerce sites.
- Managed and fostered the professional development of an international staff in the areas of marketing communications, graphic arts and technical documentation. Employees work in offices located in Seattle, Eau Claire, Wisconsin and Auch, France.

Manager, Marketing Communications (1997 to 1999)

Brady Identification Solutions Division

Managed the marketing communications activities for the company's largest division with a budget of \$3 MUSD.

- Provided leadership and enthusiasm in rebuilding a department that was without a manager for 14 months.
- Created and executed the marketing communications campaigns contributing to Brady's sales growth in existing markets and accelerated its entrance into the AIDC software industry.
- Championed broadcast and narrowcast marketing strategies for establishing Brady as the electronics industry leader for Printer Applicator Machines. The product accounted for over 40% of sales growth for the company in 1998. Multiple awards were garnered for the advertising campaign and interactive CD magazine.
- Pioneered the development of electronic communications tools for the division including electronic catalogs, interactive CDs, multi-media presentations and web site development.
- Managed a staff of 4 in the areas of tradeshow, multi-media, marketing services, as well as 4 dedicated public relations resources.

Asea Brown Boveri (ABB)

1990 to 1997

[ABB](#) is a \$24 billion global leader in power and automation technologies.

Manager, Marketing Communications (1990 to 1991, 1994 to 1997)

[ABB Flexible Automation Inc. / ABB Robotics Inc.](#), Milwaukee, Wisconsin

Managed all North American marketing communications activities to support the Industrial Automation Division.

- Implemented IAD marketing strategies with advertising, public relations, trade shows, direct mail, video, sales literature, sales promotions and other sales support materials.
- Responsible for strategic planning, agency supervision, market research, forecasting and budgeting.

Marketing Communications Specialist (1991 to 1993)

[ABB Drives Inc. / ABB Industrial Systems Inc.](#), Milwaukee, Wisconsin

Coordinated the marketing communications activities for the drives, motors, drive systems, and power electronics businesses.

- Provided marketing services for all divisions. Responsible for agency coordination of advertising, public relations, brochures, collateral materials, and media. Also responsible for trade show planning and management. Established and managed the production of an internal newsletter for ABB Drives employees globally.

STARMARK ADVERTISING, Milwaukee, Wisconsin

1988 to 1990

Account Coordinator and Media Buyer

- Gained valuable experience of how an agency works and how to get the most productivity from their staff.

BUSINESS AND COMMUNITY AFFILIATIONS

[Professional Dimensions](#)

2010 to Present

Douglas F. McKey Christmas Club, Inc.

2007 to Present

- President-Chairman 2010-2011; Vice President-Chairman Elect 2009-2010

[Business Marketing Association](#)

1990 to Present

- Midwest Regional Vice President, 2001-2003; Milwaukee Chapter President, 1999-2000; Officer, 1995-1999; Director, 1992-1995

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of Wisconsin-Madison, Wisconsin

1988

- Bachelor of Arts Degree, Communications and Mass Media.

Living as a Leader Series

2010 to Present