

Product Management Group 2010

As we enter a new year and a new decade I am anxious to implement several changes in the Product Management Group (PMG). As many of you have heard in different meetings we must “Move our Cheese” in order to contribute more to the company in our jobs at Insulectro. In the spirit of change, I want to give you all an update as to the changes we are making in the PMG.

These changes are designed to improve the Product Management Group’s ability to support the suppliers we represent, the various departments we interact with and most importantly to increase our sales. To begin with let me quote the PMG vision statement: *“As the technical leader of our Industry, we develop and manage innovative products, technology, and information to enable opportunities for our partners”*

In order to better achieve this vision the following changes are being made:

1. Jeff Johnson and Mike Carnarius will report to Chris Hunrath in their Focus Tech Technical Support positions. Jeff and Mike as well as Mike Trammel will also expand their technical support reach by getting more involved with LCOA, CAC and Zeta technical support requirements. Chris Hunrath will coordinate these expanded roles.
2. Michelle Rucker has accepted a position as the Product Manager for Imaging Materials. Michelle’s background enables her to make an immediate impact in the business with DuPont and Focus Tech chemistry. She will be challenged to become a primary contact for all DuPont product lines from a product management perspective. Michelle will continue to be involved with the Business Analysis Group (BAG) in regards to transitioning her leadership role of the BAG to me as well as the needs for the DuPont and Focus Tech products.
3. Bob Bosche’ will continue his role as the Director of Project Management with an emphasis on Salesforce.com support, improvement and implementation of new features to enable more success with our Customer Relationship Management program. Bob will also be involved with projects that are being created as we explore new business opportunities for Integral and Vistana.
4. Joe Bevan continues to be involved with CAC, Copper and Aluminum. He is expanding his scope by getting involved with an exciting market of LED materials. Joe has recently brought on a new supplier for thermal management materials and is looking to book his first order in January.
5. Rocky Hilburn continues to be involved with the LCOA product line. Rocky will focus on continuing to ramp up the sales of Bullseye as well as work on marketing efforts to increase the sales of all of the LCOA entry and back-up products. Rocky will also work on continuous improvement in the Bullseye manufacturing process to assure steady supply in the rapidly expanding product line.
6. Norm Berry continues to be responsible for Isola and Pacothane. Norm will focus on the recent changes that have taken place at Isola with their sales management team. Norm has some very important short term projects with Isola in improving our ability to deliver materials FAST for Insulectro and Isola.

7. Chris Miller continues to be responsible for the Express sales. I will be writing more in our next newsletter to announce some changes that are developing now for Chris. Christine and Rick will continue to be advised by Chris for Express opportunities

Please contact me if you have any questions regarding the PMG. The PMG organization chart is as follows:

