

RUTH PECHAUER

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PROFESSIONAL SUMMARY

B2B Strategic Marketing professional in global organizations. Highly analytical with strengths in performing targeted research to determine market needs, leading Research and Development teams, and delivering required follow-through post-launch to ensure success in the marketplace. Project management leader for global cross-functional teams focused on continuous improvement.

CORE STRENGTHS

- **Strategic Marketing**
- **Voice of the Customer**
- **New Product Innovation**
- **Product Life-Cycle Management**
- **Value-Based Pricing Strategy**
- **Lean Six Sigma Green Belt**
- **Process Improvement**
- **Data Analysis**
- **Team Development**
- **Project & Budget Management**

EXPERIENCE

H.B. FULLER COMPANY, St. Paul, MN

Demand Planning Manager

January 2017–April 2019

Implemented and led business demand planning with senior management to gain alignment on execution strategies and improve future demand plans for all business units. Presented key performance indicators monthly. Collaborated with finance, sales, supply chain and operations on the forecasting process.

- Improved overall forecast accuracy levels from 12% to 1% variance with monthly forecast process.
- Attained inventory to \$6.6M below target without impacting customers.
- Reduced forecast data system complexity by 80% improving productivity throughout the supply chain.
- Improved data integrity inputs by designing on-line forecast workflow system in SharePoint.

Product Marketing Manager

September 2012 – December 2016

Developed strategic marketing plans, product portfolios and pricing strategies. Led product innovation process with cross-functional teams. Created content and tools for marketing campaigns. Presented business reviews and led ideation sessions with customers. Managed trade associations and shows.

- Achieved 50% success rate in managing new product innovations of \$9M potential sales.
- Launched product for \$5M opportunity; trained 30 sales and technical managers; directly responsible for gaining \$1M customer.
- Transferred \$3.7M market to business unit; trained account managers to facilitate knowledge transfer.
- Created 24/7 intranet portal for strategic customer as a customer intimacy strategy.

WRIGHT MEDICAL (formerly TORNIER, INC), Bloomington, MN

July 2008 – June 2012

Project Planning Manager

Drove critical projects to establish best practices in a rapidly growing medical device environment and ensured the company met its market share and profitability goals while positioning it for an IPO.

- During ex-pat assignment in France, implemented supply chain improvements using Lean Six Sigma methodologies for projects in France, Ireland and United States.
- Reduced average cycle time of receipts from 7 days to under 24 hours at Texas Distribution Center.
- Led Sales and Operations planning process with marketing teams to improve inventory levels.

H.B. FULLER COMPANY, St. Paul, MN

Marketing, Sales and Operations Planning Manager

June 2002 – July 2008

Responsible for inventory performance in U.S. plants. Drove sales forecast accuracy. Led projects on assignments in Europe and China. Supported global marketing initiatives. Managed six employees.

- Attained 2% forecast accuracy by training global sales organization on forecasting tool.
- Developed branding and marketing plan for launch of new system provided by OEM in Germany.
- Analyzed markets in several countries to identify growth opportunities.
- Created lead generation process to support sales growth efforts.
- Awarded most successful 2004 Green Belt project in North America Operations.
- In China, led Sales and Operations Planning Process Kaizen to develop country-specific process.
- In Switzerland, led project teams to consolidate and standardize European finance organization.

ADDITIONAL EXPERIENCE

UNIVERSITY OF MINNESOTA, Carlson School of Management, Minneapolis, MN **Associate Marketing Director**

Implemented global marketing and brand strategy for full-time MBA program. Developed positioning communications for full- and part-time MBA programs. Managed four employees and \$400,000 budget.

- Expanded international recruiting efforts from 5 to 14 countries.
- Developed MBA marketing brochures which won four awards - local and international.
- Presented product offerings to local, national and global customers.
- Developed structure and content of new website.

Assistant Director, International Program Development

Managed \$1 million budget to support global expansion strategy. Supervised two employees.

- Reduced costs while increasing revenues with new business model, permitting staff growth from three to 17 today.
- Expanded global exchange program agreements by 50%.

COUNCIL FOR INTERNATIONAL EXCHANGE OF SCHOLARS, Washington DC

Program Associate, East/Central European Ph.D. Fulbright Exchange Program

EDUCATION

Master of Business Administration (MBA), Marketing and Operations
University of Minnesota, Minneapolis, MN

Bachelor of Arts (BA), German and Psychology
St. Olaf College, Northfield, MN

CERTIFICATIONS

Digital Marketing | Lean Six Sigma Green Belt | ScrumMaster | Project Management | Sales Excellence

TECHNICAL

MS Office: Excel, Word, PowerPoint, Project, Visio | SharePoint | SAP | Visual Basic | Salesforce | HTML | CMS

LANGUAGES

Fluent: German
Working Knowledge: French | Spanish | Russian

VOLUNTEER LEADERSHIP

- Twin Cities Slovenians Member since 2013; Treasurer on Board of Directors since 2018.
- Social Missions Chair since 2002; lead bi-annual Guatemala partnership visits since 2008.
- Active member of Global Minnesota, German American Chamber of Commerce, German American Institute and American Council on Germany, Product Development & Management Association