

Market Commercialization

Connecting Concepts to Results



PeshConnect™ LLC



Ruth Pechauer
St. Paul, MN

651.983.8791
ruthpechauer@gmail.com
linkedin.com/in/ruth-pechauer

Product Innovation to Revenue Impact

From ensuring a solution addresses broad market needs—to leading technical teams through concept, validation and lab to manufacturing transfer disciplines—to commercialization tactics and measurement of success: I've done it all. Here is how I helped launch a product within a changing market:

- Equipment manufacturers were enabling faster production capabilities
- Multiple Voice of Customer (VOC) surveys quantified different solution from internal hypotheses
- Concept development and extended trials guided by VOC and Six Sigma tools
- Value proposition articulated in communications; best market channels leveraged
- Customer awareness enacted through trade associations and market shows
- Internal sales training conducted and post-launch success measured

Need To Market A New Idea or Product?

Let's PeshConnect™!



Global Project Management

Connecting Concepts to Results



PeshConnect™ LLC



Ruth Pechauer
St. Paul, MN

651.983.8791
ruthpechauer@gmail.com
linkedin.com/in/ruth-pechauer

Translating Discipline Across Cultures

Project management is one thing. Understanding how to do it effectively and efficiently in a global context requires a different set of skills. The common thread in my varied career is my insatiable interest in and capability to work with other cultures. Let's not forget cultures differ between functions. Here are examples where my translation skills made a difference:

- Facilitation of financial consolidation in Europe
- Improving supply chain and planning processes between Europe & the United States
- Conducting week-long Kaizen in China that recognized differing infrastructures
- Liaising between Sales and Manufacturing for effective customer-centric solutions
- Leading technical translation discussions between R&D and Manufacturing

Need A Disciplined Problem Solver?

Let's PeshConnect™!



Business Model Transformation

Connecting Concepts to Results



PeshConnect™ LLC



Ruth Pechauer
St. Paul, MN

651.983.8791
ruthpechauer@gmail.com
linkedin.com/in/ruth-pechauer

Turning Around An Unsustainable Program

On my first day at the office, I was handed a large paper pile of debits and credits for a University program department and a fellow director ascertained I would not succeed. Thorough analysis informed me that the program expenses indeed far exceeded revenue. Additionally, the global mindset of both faculty and students required cultivation in order to achieve participation growth as a key strategy for the School. Here is how I helped turn the situation around:

- Recommended new accounting of expense stream based on my experience
- Leveraged my network in government-funded programs for new initiatives
- Created student interest in participation through multi-channel marketing efforts
- Prepared faculty for program participation requirements
- Collaborated on successful external grants to expand program funding

Need A Turnaround Solution?

Let's PeshConnect™!

