

Dennis Pemberton

Marketing | Strategy

STRATEGIC PLANNING ~ LEADERSHIP ~ INNOVATION

- ▶ MBA/JD-educated project leader who aligns initiatives to achieve strategic objectives/goals.
- ▶ Results-driven, decisive collaborator with proven success in building strong, lasting relationships with managers, associates, and customers.
- ▶ Effective communicator who seeks positive resolution to problems through active listening and commitment to integrity.

CORE COMPETENCIES

- | | | |
|--------------------------------|----------------------------|-----------------------------|
| ▶ Market Development | ▶ Promotions and Campaigns | ▶ Customer Needs Assessment |
| ▶ Market Research | ▶ Startups | ▶ Business Plans |
| ▶ Product Development | ▶ Budget Development | ▶ Process Development |
| ▶ Strategic Marketing Planning | ▶ Business Acumen | |

SENIOR-LEVEL PERFORMANCE HIGHLIGHTS

OWNER, BUSINESS SERVICES ATTORNEY, Charleston Holdings, Charleston, SC, April 2004 to present

Results

- ▶ Consult on startup issues, patents, and new product/service marketing and business strategy with family businesses, small businesses, and individual clients.
- ▶ Advise Chinese corporation, July Inc., LTD., on marketing strategy and generating interest from established luxury goods makers to enter Chinese market.

PRESIDENT, TechMedi, Inc., Charleston, SC, December 2002 to April 2004

Results

- ▶ Played key role in founding medical-device startup company; developed business plan, engineered initial product design specifications, developed marketing strategy, and managed budget for product that sought to assay DNA through new method and process.
- ▶ Researched medical-device market.
- ▶ Transformed company into internal-medicine medical office and increased number of paying patients by 120 percent through direct mail, word of mouth, and print advertising after product faltered in production stage.
- ▶ Managed staff of seven and implemented HIPPA certifications.

QA SPECIALIST/STATISTICAL PROCESS CONTROL COORDINATOR, LabTech, Adams Run, SC, Jan. 1994 to Aug. 1995

Results

- ▶ Consolidated and relocated entire technical laboratory of newly purchased specialty division – including technical information, equipment, and knowledge base held by a retired engineer – from Hartford, CT, into Adams Run technical group; completed project five months ahead of schedule.
- ▶ Cultivated excellent collaborative relationship with retired engineer and converted his knowledge about specification process into databases and technical manuals, thus eliminating need for position and allowing engineer to retire.
- ▶ Reduced specification-process time from one day to 15 minutes and increased efficiency by creating database that matched specific components, chemical reactions, and up to 15 separate pump-sprayer components.
- ▶ Managed specification process with customers and engineering/sales divisions while traveling Monday through Friday for nine months.
- ▶ Promoted to Statistical Process Control Coordinator after a year.

ASSISTANT BRIGADE OPERATIONS OFFICER/BRIGADE INTELLIGENCE OFFICER, United States Army, Engineers, Charleston, SC, June 1991 to December 1993

Results

- ▶ Supervised intelligence office, including training and resource allocation involved with expanding a 300-soldier battalion into a 700+ soldier brigade.
- ▶ As Senior Platoon Leader, supervised 32 combat engineer soldiers and equipment valued at more than \$4 million while consistently maintaining highest equipment readiness in battalion for a year in high-stress, low-sleep environments involving 10 months of travel out of the year.
- ▶ As Platoon Leader, led 34 combat engineer soldiers to definitively create and destroy obstacles.
- ▶ Named one of four best lieutenants out of 38.

PROJECT EXPERIENCE

DIRECTOR, Center of Technology Commercialization, Boeing, Newark, NJ, April to Sept. 1999

Results

- ▶ Selected to single-handedly create one of six Boeing Regional Technology Commercialization Centers for eight states covering New England, New York, and New Jersey, resulting from direct grant from Congress, prior to entering business school; developed turnkey operation.
- ▶ Planned and executed \$500K budget.
- ▶ Delivered promotional speeches to large groups of up to 400 people to explain program.
- ▶ Presented program to Boeing senior staff and company president, CEO, and founders.
- ▶ Successfully rolled out program in two months.
- ▶ Built list of all minority- and women-owned businesses in six states; traveled throughout New England, NY, and NJ identifying minority- and women-owned companies that would benefit from NASA-derived technology; developed standards for companies to meet; obtained business plans and financial statements for eligible companies; reviewed them and visited firms to establish relationships and match technology solutions to their needs.
- ▶ Generated marketing promotions, brochures, and exhibit case for program.

EDUCATION

- ▶ MBA, Cornell University, Ithaca, NY, 2001
- ▶ JD, Georgetown University, Washington, D.C., 1999
- ▶ BS Mech. Eng., United States Military Academy, 1992

