

# Brett A. Danforth

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## CAREER SUMMARY

Marketing professional with over 18 years experience in strategic & tactical marketing, product marketing, marketing communications, and sales. Diverse background in global Fortune 100 and small to mid-size organizational environments in business-to-business (B2B) products, manufacturing, and professional services. Leadership and management of marketing teams and cross functional product development teams

**Industry experience:** Chemicals, Plastics, Polymers, IT Services, Environmental Services, Engineering Services, Medical Products, Healthcare, Building Materials, Renewable Energy & Chemicals

**Specialties:** Strategic Marketing, Tactical Marketing, Product Marketing, Competitive Positioning, Integrated Marketing, Internet Marketing, Strategy Development, Market Analysis, SWOT, New Product Launches, Global Marketing, Inbound Marketing, Web Marketing, Marketing Programs, Sales & Marketing Processes, Customer Strategy, Professional Services Marketing, Marketing Team Management

## EXPERIENCE AND ACCOMPLISHMENTS

**BRETT DANFORTH MARKETING AND CONSULTING SERVICES**, St. Charles, IL 2010-present  
*Marketing, consulting, and interim marketing management services*

**PATTERSON MEDICAL**, BOLINGBROOK, IL MAR-DEC 2011  
*World's leading distributor of rehabilitation and sports medicine products*

**Director of Product Marketing**, Equipment and Modalities

Responsible for product areas spanning 40% of the US sales for this \$300 million medical products and distribution company. Led team of marketing managers and coordinators. Full lifecycle product marketing responsibilities, including strategic & tactical marketing, product development, sourcing, and vendor management.

**TAPROOT FOUNDATION**, St. Charles, IL 2010-2011  
*Nonprofit organization that provides pro bono marketing, HR, IT, and strategy management consulting services to nonprofits*

**Pro Bono Marketing Consultant**

Marketing Manager/consultant for board of directors recruitment project for a DuPage County nonprofit organization

**COLLOID ENVIRONMENTAL TECHNOLOGIES (CETCO)**, HOFFMAN ESTATES, IL 2006 - 2009  
*Global manufacturer of environmental and construction products and services. An **AMCOL INTERNATIONAL** Company*

**Director of Marketing**, Environmental Construction Products

Built and managed staff of five marketing managers and marketing coordinators. 2008 sales results over target for the two largest business units.

- Developed and implemented targeted marketing plans in all businesses segments
- Restructured marketing mix to increase frequency and relevance of customer touchpoints
- Enhanced division websites to improve look and feel, navigation, and to deliver more compelling content to stakeholders
- Developed and implemented process to incorporate leads generated from tradeshow and website into CRM sales pipeline
- Started process for unifying CETCO visual identity and brand message globally

**PROXICOM**, Houston, TX

2000 - 2001

*Leading E-business consulting and design firm*

**Practice Leader**, Chemicals

Led launch of this new practice. Responsibilities included developing strategy and go-to-market plan, delivery oversight, and business development. Lead consultant for chemical pursuits.

**ROYAL DUTCH / SHELL GROUP**, HOUSTON, TX & LISLE, IL

1988 - 2000

*Global integrated petroleum, energy, and chemicals company*

**Manager, E-business Solutions**, SHELL SERVICES INTERNATIONAL-Global Solutions Marketing

Evaluated, developed, and launched integrated E-business solutions. Managed support for pursuit and account management teams.

**Solution Marketing Manager**, SHELL SERVICES INTERNATIONAL - Global Solutions Marketing

Led the development of a market-driven evaluation of IT-enabled solution opportunity for SSI. Conducted initial research, segmentation and targeting. Developed SSI positioning and total value proposition.

**Global Marketing Manager**, SHELL CHEMICALS LIMITED - Adhesives and Sealants

Member of internal consultancy that developed marketing plans and value propositions for key segments and assisted Product Business Units in development and implementation of new product and service concepts/ideas for this \$300 million market. Individual activities included:

**Manager, Business Development**, SHELL CHEMICALS LIMITED - Polyketones Business Unit

Managed new business development and marketing channels. Developed and implemented strategy and operating plans for these segments in US and participated in development of worldwide strategy with global business team. P&L responsibility in US. Sales team leadership in US.

**Marketing Manager**, SHELL CHEMICALS LIMITED - Chemical Business Development Department

Served on startup business unit management team. Developed and implemented segment marketing and Launch plans that achieved initial product sales in key markets.

**Account Representative**, SHELL CHEMICALS LIMITED - Elastomers Business Unit

Accountability for \$20 million/yr. in sales to strategic accounts, including national distributor network. Delivered over quota results for all six years.

## EDUCATION

**TEXAS A&M UNIVERSITY**, College Station, Texas

**M.B.A.**, MAYS SCHOOL OF BUSINESS, concentration: **Finance** and **Marketing**

1985-1987

**B.S.**, **Chemical Engineering**

1980-1985