

KENNETH M. GREENLEE

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SUMMARY OF QUALIFICATIONS

- Accomplished product marketing manager with MBA and first-hand experience with both products and services for companies ranging from small, startup ventures to large, global corporations.
- Demonstrated product and brand marketing experience including product strategy, branding strategy, marketing communications, public relations, research and online marketing.
- Experienced teacher with exceptional interpersonal and presentation skills.

PROFESSIONAL PROFILE

President / Founder Aug. 1999 - Sep. 2005
Bath-and-Body.com / WholesaleBathProducts.com Chula Vista, California

- Responsible for all areas of product development, promotions and advertising.
- Conducted extensive research of customers and competitors to determine optimal pricing, product mix and online marketing strategy.
- Created all design elements, descriptive text and photography for website and products.
- Increased revenues an average of 34.25% per year despite growing saturation of online personal care industry.
- Successfully negotiated the profitable sale of all company assets to our largest supplier.

Adjunct Marketing Professor Jan. 1999 - Feb. 2000
National University San Diego, California

- Utilized a highly interactive and energetic approach to teaching graduate- and undergraduate-level marketing and consumer behavior courses.
- Initiated a partnership between National University and the San Diego Performing Arts League (SDPAL), allowing students to benefit from hands-on experience with real-world applications of course work while providing valuable feedback and validation for SDPAL's marketing strategy.

Marketing Manager Mar. 1998 - Oct. 1999
Novatelligence, Inc. San Diego, California

- Used internal presentations to build consensus among NovaTelligence management team regarding strategic focus and formulated market entry reports, including detailed market assessments and strategies, for proposed and design-stage products.
- Created and promoted brand identity program through logo and message development, advertising and PR campaigns, and company website.
- Designed and managed integrated marketing communications programs to support new product introductions.

Marketing Analyst Jan. 1997 - Mar. 1998
Pinkerton's, Inc. Encino, California

- Led project to determine optimal positioning strategy for \$840-million security officer division.
- Researched, interpreted and presented competitor and industry information for potential acquisition targets and emerging market opportunities.
- Built and maintained centralized competitive library, including system of delivery and collection of competitive information to and from 48,000 employees worldwide.
- Coordinated with internal product experts and division heads to develop sales presentations, internal training materials and marketing collateral, including an innovative "electronic brochure".

Product Marketing Intern

June 1995 - Aug. 1996

Master Lock Company

Milwaukee, Wisconsin

- Evaluated product licensing opportunity and devised an alternative licensing arrangement which has since been implemented nationwide.
- Analyzed existing product line and wrote report that led to its phase-out.
- Scripted and designed sales presentation materials for a new product launch, including an internal presentation that was directly responsible for a 100% increase in the sales commitment by our national sales force.
- Presented market opportunity reports for several proposed products.

Teacher and Area Representative

June 1993 - Sept. 1994

The Princeton Review

Milwaukee, Wisconsin

- Taught preparation courses for the LSAT, GMAT, GRE and SAT.
- Developed and implemented marketing strategies for the Milwaukee area.

EDUCATION

Marquette University - Milwaukee, Wisconsin

Masters of Business Administration - MBA

Emphasis in Marketing and Human Resource Management

Occidental College - Los Angeles, California

Bachelors Degree in Economics - B.A.

**ACADEMIC
HONORS AND
ACTIVITIES**

- Association of Graduate Business Students - President
- Cumulative 3.79/4.00 GPA for all courses taken at Marquette University
- Scored in the top one-percentile on the GMAT
- Fall 1994 semester at UFSIA in Antwerp, Belgium