

JOSHUA S. GILDEA

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EXECUTIVE SUMMARY

Proven marketing and sales leader with nearly 20 years of management experience obtained from global positions in a wide range of industries including B2C, B2B, manufacturing, technology, industrials, and creative services. Known for being professional and imaginative, creating motivated teams, and optimizing internal operations, financial returns, and the customer experience. Areas of expertise include:

- Product Management
- Marketing Strategy
- Business/Sales Development
- Channel Management
- Brand Architecture
- Strategic Planning
- Advertising & Public Relations
- International Marketing

PROFESSIONAL EXPERIENCE

Kelley School of Business, Indiana University, Bloomington, IN

Director, MBA Business Marketing Academy

2016 – Present

- Lead first-year MBA students in exploring career opportunities in the area of business marketing
- Manage corporate partner relationships across wide range of industries including technology, healthcare, and industrial
- Direct team of planning, career services, and alumni outreach professionals in creating meaningful opportunities for students and the business school to connect with corporate partners
- Direct 15-member board of industry executives in developing student curriculum and mentoring programs

Fettig/Whirlpool Distinguished Senior Lecturer, Department of Marketing

- Teach multiple Sales and Marketing-related courses across Undergraduate, Graduate, and Executive Education programs
- Develop innovative teaching approaches including flipped courses, online learning, and in-class assessments

Vitamix Corporation, Cleveland, OH

Senior Manager, International Marketing Strategy

2015 – 2016

- Lead marketing strategy for \$120 million premium brand in North America, Europe, Asia, and Latin America
- Define market entry strategy including country selection, resource management, and product planning
- Manage team of globally-located international marketing managers and cross-functional support staff to grow customer awareness, develop channel strategy, build brand loyalty, and drive sales
- Direct \$10 million global marketing budget across various internal and external categories including advertising, communications, digital, social, and events to achieve rapid international growth

Carlisle Companies, Inc., Solon, OH

Director of Global Marketing

2011 – 2014

- Managed \$60 million global product portfolio of high-end performance braking products to drive sales growth
- Reported directly to President of \$400 million growth company in developing key strategies and initiatives
- Recruited, trained, and led large team of marketing and product managers
- Developed global market segment strategies including branding guidelines, channel strategies, product development timelines, and budgets to target key customers and market influencers
- Negotiated multi-year, multi-million dollar channel contracts to grow business in high-end aircraft market
- Identified and developed commercial processes to drive efficiency and continuous innovation – processes included customer engagement, business development, CRM, pricing, pipeline management, and product launch
- Directed global advertising, public relations, website, social media, trade show, collateral, and market research plans and budgets, including use of internal teams, agencies, and consultants

GE Lighting, Cleveland, OH

LED Indoor Fixtures – Product Manager

2008 – 2011

- Launched \$3 million LED fixture product in North America and Europe for high-end retail customers
- Developed LED Infusion module/fixture program to drive growth at GE – featured at LightFair 2011
- Trained more than 150 GE Lighting field sales representatives to sell new technical product category
- Collected insights and feedback from global customer base to develop technical engineering specifications
- Developed sales pricing models to maximize margin based on customer value and market competition
- Managed products through product development cycle as well as commercial and technical stage gate reviews

Residential Electrical Distribution & Design – Product Marketing Manager

2008

- Developed NA Low Voltage Tour generating \$16 million in qualified sales leads across 31 major markets
- Produced tour video including vendor selection, theme development, script writing, and editing
- Created distributor merchandising program to drive POP opportunities and increase sales

Monogram Luxury Appliances – Marketing Manager

2007

- Led national high-end appliance specifier initiative for kitchen designers and architects to increase sales
- Drove successful launch of GE brand segmentation initiative to grow \$400 million business in high-end kitchen market
- Created lighting design criteria for Monogram Design Center (Showroom) in New York City
- Developed customer profiling program to segment home design consumers into cohesive groups based on psychographic decision-making models

DuPont, Wilmington, DE

Marketing Leadership Development Program

2006

- Developed new product for \$3.3 billion U.S. automotive collision market and implemented partner training program at national training center
- Built customer outreach program to increase post-sales close rate by 45 percent and generate \$210,000 of reoccurring additional profit
- Led team of four business development managers to create strategic framework for taking new business concepts to market in less than six months

Microsoft (Certiport), American Fork, UT

Global Marketing Manager

2003 – 2005

- Led planning and execution of global sales initiative for Microsoft Office products resulting in \$1.5 million of incremental sales
- Managed annual marketing plan and budget for \$2 million Microsoft certification program and presented to executive Microsoft marketing management team
- Directed \$500,000 worldwide competition with more than 25,000 participants in 40 countries
- Managed national trade show schedule of more than 50 major industry events

Connect Public Relations, Provo, UT

Editorial Relations – Assistant Account Executive

2002 – 2003

- Managed media relations for Symantec, Siemens, and Symark and conducted regular editor and journalist interviews to promote client messaging in targeted media
- Executed thought leadership technical article campaign securing coverage in major industry publications including *SC Magazine*, *Computerworld*, and *Technical Support*

Weber Shandwick Worldwide, New York, NY

International Public Affairs Group

2002

- Provided strategic crisis communications consulting to American Airlines executives regarding Hispanic community response to American Airlines Flight 587 crash in New York City
- Developed Washington Press Club program itinerary for the Americans for Humanitarian Trade with Cuba (AHTC) Summit in Washington D.C.

Museum of Art, Brigham Young University, Provo, UT

Public Relations Team

2001

- Developed strategic communications plans for large art and fashion exhibits including Dorothea Lange, Minerva Teichert, and Maynard Dixon
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EDUCATION

Kelley School of Business, Indiana University, Bloomington, IN

Master of Business Administration, major in Marketing, minor in Operations 2007

- Graduate Assistant, Marketing – Prof. Greg Kitzmiller, Kelley School of Business, Indiana University (2005-2007)
- Chair, MBAA Internal Planning Committee (2007)
- First Place Winner, L'Oréal e-Strat Challenge Case Competition – North America (2007)
- Washington Campus Seminar – Washington D.C. (2007)
- Emerging Markets Study Abroad – Poland/Czech Republic (2007)
- Toastmasters (2005-2007)
- Student Career Coach (2007)

Brigham Young University, Provo, UT

Bachelor of Arts, major in Public Relations and Communications 2002

- President, Public Relations Student Society of America (PRSSA) BYU Chapter
- National Finalist, PRWeek

TRAINING/CERTIFICATIONS/SKILLS

- IU Online (Indiana University) – Indianapolis, IN 2019
- Rubrics for Intensive Writing Assignments (CITL) – Bloomington, IN 2019
- Course Development Institute (CITL) – Bloomington, IN 2017
- Manager Training – Cleveland, OH 2015
- Effective Management and Team Training – Solon, OH 2013
- Miller Heiman Sales Training – Solon, OH 2013
- LEED Green Associate Training – Cleveland, OH 2010
- LED Lighting Applications Training – Rennsalaer Polytechnic Institute, Troy, NY 2008
- GE Commercial Management Seminar – Crotonville, NY 2008
- Lighting Fundamentals – GE Lighting Institute, Nela Park, Cleveland, OH 2008
- Six Sigma Black Belt Training – Tarrytown, NY 2007
- Fluent in Spanish, Basic in Chinese 2002

TEACHING EXPERIENCE

Strategic Marketing Management (C570) – graduate-level course on introductory marketing strategy principles

Business Marketing Strategy & Management (M530/C574) – graduate-level course analyzing business-to-business marketing principle application through case method of study and discussion.

Sales Management (M426) – undergraduate-level course examining the roles and responsibilities of a sales manager, including team organization, mentoring, motivation, compensation, recruiting, training, and evaluation.

Business-to-Business Marketing (M407) – undergraduate-level course exploring the theory and practical application of marketing in B2B environments including pricing, distribution, product development, product management, promotion, sales partnership, and buyer relationships.

Marketing in Emerging Markets – Peru (M272) – undergraduate-level travel study course considering practical marketing strategy for international markets, specifically emerging markets such as Peru.

Marketing Strategy Practicum (M546) – graduate-level client consulting projects course for advanced application of marketing principles with real-world corporate clients across industrial, healthcare, and technology industries.

Defining Value (102) – a two-day course for Sales & Marketing professionals that provides a framework for evaluating how customers perceive value in relation to a company's products, offerings, services, and capabilities. Case studies and examples used to illustrate the techniques and encourage actionable plans for participants.

Customer Segmentation vs. Customer Classification – a training course built around the insight that customer demographics/classification (age, race, marital status, zip code, income, etc.) are not enough in the quest to relate to customers. Instead, effective brand strategies need to focus on customer segmentation, which includes richer, more action-oriented traits of a customer such as their values, beliefs, attitudes, and behaviors. Examples and exercises used to illustrate principles.

Sales Planning Principles (106) – a one-day best practices course designed to teach the basics of sales and customer planning to students with non-sales backgrounds. Material focuses on proven, down-to-earth techniques and tools to ensure success with customers of any size and in any industry. Real-world examples and sample templates provided.

Opportunity Management (108) – a technology and business process course to teach effective tools for sales opportunity identification, management, and prioritization. This course teaches students how to focus their business colleagues on the sales opportunities that will provide the best results in a resource-constrained world. CRM and other technology tools also discussed.

Channel Management – an introduction to the various channel structures that can be utilized to effectively manage products and services to the end-use customer while maximizing profit and building a long-lasting brand. Examples cross both B2C and B2B industries and illustrate the need for thoughtful, planned management of channel structure and partners.

RECRUITING EXPERIENCE

MBA Recruiter and Manager – Carlisle Companies, Inc., Solon, OH 2013 – 2014

- Support on/off-campus MBA recruiting efforts for the Carlisle Management Development Program (CMDP), a one-year, four-rotation leadership program designed to build executive leadership candidates for management roles.
- Manage CMDP program participants through three-month project-based work assignments across various commercial disciplines including Marketing, Sales, Finance, Operations, and Technology.

MBA Recruiter and Business Marketing Academy Presenter – General Electric, Cleveland, OH 2008 – 2011

- Lead recruiting efforts of MBAs from the Kelley School of Business to participate in the Experienced Commercial Leadership Program (ECLP), a two-year, four-rotation global commercial leadership program at General Electric.
- Mentor participants in the leadership program through the process of accepting an offer, selecting assignments and rotations, and landing off-program roles within the commercial functions at General Electric.
- Teach and present to Kelley Business Marketing Academy student groups on various topics related to B2B Marketing including channel management, product innovation, and career mapping.

Recruiting Ambassador – DuPont, Wilmington, DE 2006

- Campus ambassador for first-year students interested in the Marketing Leadership Development Program (MLDP).

RECOMMENDED COURSES & WORKSHOPS

Telling Stories that Inspire People – the business world is slowly dying from the overuse of spreadsheets, bullet points, and PowerPoint presentations. Business leaders who want to inspire their colleagues and customers need to learn how to tell effective stories – they need to become master storytellers.

Post-MBA Finances – completion of an MBA program can mean career opportunities, personal development, and financial increase. However, graduates must be aware of the financial and other pitfalls that can hinder plans, including negotiating salary and bonus, managing student debt, building consumer credit, purchasing a house, and giving back to important causes, etc.

International Cultural Sensitivity – the workplace is increasingly representative of a global population, bringing together colleagues from various cultures, backgrounds, and experiences. By seeking to better understand those around us we can create environments to construct collaborative work places, build relationships of trust, and achieve better results.