

Judith L. Feuerbach

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52064 Aachen

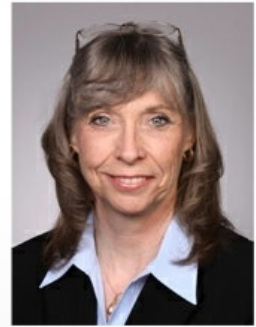
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Professional Profile

- » *An accomplished global marketing professional with experience in Silicon Valley high technology start-ups, global high tech firms, and consumer products companies.*
- » *Skilled in all aspects of global marketing and business development by holding leadership positions responsible for strategic marketing, product and brand management, marketing communications, channel management, market research, marketing operations and international sales.*
- » *Master's degree in International Business*
- » *Multi-lingual (EN, FR, DE, SP)*
- » *Successful marketing and business development in >75 countries.*

Achievements

- » *Established and implemented the global marketing, product, and international sales strategies for Air Liquide's Balazs™ worldwide analytical business group. Garnered market leadership position during my tenure.*
- » *>15 successful new product launches and >20 product line extensions throughout my marketing career, including high tech cutting edge services and products.*
- » *Increased sales and distribution of consumer products by 15-40% in international markets through product, brand and channel promotions.*
- » *Developed the marketing plan, promoted and advertised the Women in International Trade, Northern California's 2006 global conference for record level attendance.*
- » *Achieved ISO 9002 certification within 7 months of project initiation, evidencing a strong ability to build, manage and instill drive in cross-functional teams.*

Consulting

2011 – Current
Germany
Jan – Mar 31, 2016

- » **Feuerbach Marketing** (*Global Marketing und Business Development*)
- » **1WorldSync**, Cologne
Industry leader in product information exchange and a GS1 certified global data synchronization network data pool solutions provider.
Sr. Marketing Consultant
EU marketing strategy, plans, implementation and campaign management (omni-channel, FMCG, DIY, medical devices & software.)

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Consulting (Continued)

- 2014 – 2015
- » **Advantest Europe**, Munich
A global semiconductor ATE, factory automation, & measurement system manufacturer.
Consultant
Research EU market potential for a new photoacoustic microscopic imaging system enabling non-invasive imaging of blood vessels in the dermis for use in regenerative medicine. Assessment of EMA regulatory requirements for the system. Identification of potential distributors and research study opportunities.
- 2011 - 2013
- Product - Sales Manager Consultant**
New product market development, sales account management, and market research for terahertz (THz) 3D imaging analytical system. Introduced second THz system to the pharmaceutical market. Co-authored technical white paper and published article in MTZ Automotive trade journal.
- 2004 – 2006
U.S.A.
- » **Feuerbach and Associates**, Silicon Valley California
A consulting firm providing services to the biotech and pharmaceutical industries.
Marketing Consultant
Developed business/marketing plans and promotions for Silicon Valley and San Francisco Bay Area companies.

Work History as Employee

- 2014
Germany
- » **Chamberlain GmbH**, Saarwellingen
World's largest manufacture of garage doors, gates, external doors and shutter drives.
Product Manager Connectivity, EMEA
Development, strategic marketing, product management and lifecycle management of the smart home technology portfolio.
- 2007 – 2010
Germany and U.S.A.
- » **Parker Hannifin Corporation**, Richmond California
World's leading manufacturer of critical components, analytical and process control products for chemical processing of semiconductors.
Product Sales Manager
Product and sales management of UHP stainless steel precision valve and pressure regulator product lines in the semiconductor and solar industries. Account responsibility for Europe, China, Taiwan, North America and worldwide UHP special gas producer.
- 2006 – 2007
U.S.A.
- » **Dimerco Express International**, San Francisco, California
A logistics and transportation service provider, specializing in China.
Sales Manager
Business development, sales strategy, and account management.
- 1996 – 2004
U.S.A.
- » **Air Liquide America**, Fremont, California
A global manufacturing leader in industry and UHP gases..
Director Global Marketing and International Sales
Directed worldwide marketing, quality assurance and international sales for Balazs ultra high purity (UHP) microcontamination testing and equipment for high tech, semiconductor and pharma-biotech industries.

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Work History as Employee (Cont'd)

- 1995 – 1996
U.S.A.
- » **Ultratech Stepper**, San Jose, California
A nanotech & semiconductor photolithography equipment manufacturer.
Sales Process Manager
Managed >\$300 million sales process, including forecasting, quoting, and contracts.
- 1984 – 1995
U.S.A.
- » **Ralston Purina International**, Saint Louis, Missouri,
A Fortune 500 consumer products company.
- **International Product Marketing Manager**
Managed consumer brands (Chex, Wonder, and Hostess) in international markets.
 - **Export Customer Service Manager**
Managed exports, international product shipments and multinational customer service group.
 - **International Market Research Assistant**
International market research, surveys and marketing projects.

Education

- 1989 » Masters Degree International Business, Webster University, St. Louis Missouri U.S.A.
- 1983 » Bachelors Degree French, University of Missouri, St. Louis Missouri U.S.A.
- 2004 » Biotechnology Product Marketing, University of California, Santa Cruz, California U.S.A.
- 2005 » Biotechnology Business Development, Commercializing a Discovery, University of California, Berkeley, California U.S.A.

Computer Skills

- » Microsoft Office, incl. Project, Visio, Publisher, Powerpoint, Lync, Sharepoint, and Access Programming
- » CRM Software (Salesforce, Goldmine, Act, Microsoft)
- » Graphic-Software (Quark, Illustrator, Photoshop, InDesign, etc..)
- » Website/Content Management (Wordpress, Kompozer, Hubspot, etc)
- » Photography incl. Product photography (Film/Digital)

Languages

- » English – Native speaker
- » French – Fluent
- » German – B1 Certified
- » Spanish - Conversant

Hold a visa to reside and work in Germany