

Judith L. Feuerbach

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PROFESSIONAL PROFILE:

- Over 20 years experience in a leadership role in all aspects of global marketing, product management, business development and sales.
- Accomplished professional with experience in Silicon Valley high technology start-ups, global high tech firms, software and Fortune 500 consumer products companies.
- Skilled in strategic business planning, marketing, product and brand management, marketing communications, channel management, market research, marketing operations and international sales.
- Successful marketing and business development in >75 countries.

ACHIEVEMENTS:

- **Launched >15 successful new products and >20 product line extensions** throughout my marketing career.
- At Balazs-Air Liquide, established the global marketing and product strategies, including marketing plans, product initiatives, advertising & promotion plans, and managed marketing operations. **Garnered market leadership position during my tenure.**
- Led a new product development team from ideation to commercialization for an Ultra-High Purity (UHP) valve line. **Year 1 sales results nearly double market projections.**
- Co-authored technical white paper on Terahertz Wave 3D Imaging application for DPF analysis. **White Paper published in MTZ Automotive trade journal.**

PERSONAL PROFILE:

U.S. Citizen with visa to reside and work in Germany

EDUCATION:

Degree:

- Masters Degree International Business, Webster University, St. Louis Missouri U.S.A. 1989

- Bachelors Degree French, University of Missouri, St. Louis Missouri U.S.A. 1983

Training:

- Biotechnology Product Marketing, University of California, Santa Cruz, California U.S.A. 2004

- Biotechnology Business Development, Commercializing a Discovery, University of California, Berkeley, California U.S.A. 2005

LANGUAGES:

English – Native Speaker; **French** – Conversant, **German** – B1 Certified; **Spanish** – Basic

COMPUTER SKILLS:

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

REFERENCE QUOTE:

"Judy is the best marketing asset we have..."

- Alexandre Tremblot de la Croix, Analytical Services Business Unit General Manager, Air Liquide
March, 2003 quote from employee performance review.

WORK HISTORY:

Aspera GmbH, Aachen, 2016 - 2018

Software Asset Management tool, software and services provider for large corporation's on-premises, hybrid, cloud and mobile environments.

Product Management Consultant: New software product development global product portfolio strategies, strategic road map development, and competitive market analysis.

1WorldSync, Cologne, 2016

Industry leader in product information exchange & 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.)

Chamberlain GmbH, Saarwellingen, 2014

World's largest manufacture of garage doors, gates, external doors and shutter drives.

Product Manager Connectivity, EMEAA: Strategic marketing, product management & life-cycle management of smart home technology portfolio.

Advantest Europe, Munich 2011 – 2013 & 2014 - 2015

A global semiconductor ATE, factory automation, & measurement system manufacturer.

- **Market Research Consultant:** Research EU market for a new photo-acoustic microscopic imaging system enabling non-invasive imaging of blood vessels in the dermis for use in regenerative medicine.
- **Product - Sales Manager Consultant:** New product market development, sales account management, and market research for terahertz (THz) 3D imaging analytical system for the automotive industry. Introduced second THz system to the pharmaceutical market.

Parker Hannifin Corporation, Richmond California, 2007 - 2010

World leader in analytical & process control products for semiconductor chemical processing.

Product Sales Manager: Product and sales management of UHP stainless steel precision valve and pressure regulator product for semiconductor and solar industries. Account responsibility for Europe, China, Taiwan, North America.

Dimerco Express International, San Francisco, California 2006 - 2007

A logistics and transportation service provider, specializing in China.

Sales Manager: Business development, sales strategy, and account management

Air Liquide America, Fremont, California, 1996 - 2004

A global manufacturing leader in industry and UHP gases.

Director Global Marketing and International Sales: Directed worldwide marketing and international sales for Balazs ultra high purity (UHP) micro-contamination testing and equipment for high tech, semiconductor and pharma-biotech industries

Ultratech Stepper, San Jose, California 1995 - 1996

A nanotech & semiconductor photo-lithography equipment manufacturer.

Sales Process Manager: Managed >\$300 million sales process, incl. forecasting, bids, contracts.

Ralston Purina International, Saint Louis, Missouri, 1984 - 1995

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.