

GEORGE M NAGLE

1331 Kingston Trail | Decatur, GA 30033
412.735.9965 | gmnagle77@yahoo.com

Marketing & Strategy Professional

Senior level global strategic marketing leader with a proven track record of creating and implementing marketing initiatives that delight customers and create raving fans. Driven to deliver recurring revenues, while finding creative pathways to greater returns allowing for continuous and meaningful contribution to the bottom line. Exceptional analytical, communication and leadership abilities, skilled at building and motivating functional teams across global and matrixed organizations.

AREAS OF EXPERTISE

- Global Strategic Planning
- Plan Implementation
- Market Segmentation
- Customer Channels
- Voice of the Customer
- Marketing Management
- Portfolio/Project Management
- Sales/Sales Management
- Pricing Management
- Brand Management
- Six Sigma/Lean Training
- Value Innovation Green Belt
- Green Belt For Growth
- New Product Development
- M&A Experience

TECHNICAL EXPERTISE

MS Office Suite, Wind-chill, Oracle OneWorld, SAP, Oracle Systems, QuickBooks, Structure Content, FileMaker Pro, Final Cut, Garageband, Mac OS, Hyperion, TSS, RSS, Generations

PROFESSIONAL EXPERIENCE

G.M. NAGLE & COMPANY | DECATUR, GA

08/2016 – CURRENT

Owner/Consultant

- Developed two strategy plans for businesses under \$100M
- Obtain Value Innovation Green Belt
- Lead rebranding and web page launch

BWA WATER ADDITIVES | TUCKER, GA

11/2013 – 08/2016

Global Marketing Director

- Lead 19 product developments and launches in 14 months
- Establish new webpage, style guide and brand focus
- Gained new region business in Middle East, capturing \$1M annually in 6 months on a 3 year contract
- Lead development of biocide program delivering \$5M rev at 40% GP in 9 months during downturn market
- Introduced two new product lines for corrosion and H2S treatment
- Identified and vetted over 25 M&A opportunities
- Establish pricing strategy with channel and regional segmentation for oil & gas
- Designed and executed product road mapping, VOC, towards improvement and new product development
- Lead gate system development for new products and business ventures
- Designed segment strategic planning process and developed regional sales and execution plans
- Composed literature and collateral for case studies, industry and product line brochures

KENNAMETAL | LATROBE, PA

09/2011 – 11/2013

Global Energy Marketing Portfolio Manager

- Lead segment & strategic responsibilities for oil and gas, power generation, and process industries (\$352M)
- Established 4 of the top 10 priority projects across the company
- Lead global VOC efforts resulting in 15 new projects
- Identified 3 monthly M&A targets; lead due diligence, integration/JV strategies for BU
- Reduced average project time from 14 months to 5 months by focusing teams
- Designed and lead a Green Belt for Growth project on franchising
- Set marcom planning & budgeting shows literature, technical literature, web content & communications plan
- Identified market trends and set segmentation for technology and product road mapping
- Lead quality management system & ISO compliance for strategy group
- Lead six sigma SKU reduction project, identifying 12% of product delivering 85% revenue
- Lead new database to be used as a CRM system for vetted growth

PROFESSIONAL EXPERIENCE – Cont.

G.M. NAGLE & COMPANY | PITTSBURGH, PA

11/2009 – 09/2011

Owner/Consultant

- Greater Pittsburgh Regional Manager for Private Care Resources resulting in positive revenue in 3 months
- Managed operations, business development and marketing for new business region
- Created strategic plans for several major top tier corporations in science, energy, health care and education

WEATHERFORD INT. | LEETSDALE, PA

05/2002 – 11/2009

Global Strategic Manager, 2007 – 2009

- Provided corporate business strategy to senior executive's incorporation global needs
- Set and managed global pricing and market analysis for chemicals division for all products
- Merger and acquisitions team member performing 3 due diligences
- Was cross platform project manager to reduce duplicated efforts saving \$10M year one
- Developed several training courses for sales and chemistry
- Supervisor of prior roles with budget and staff management
- Lead contract negotiations to improve vendor relationships with a JIT system
- Budget management within chemicals division over \$100M
- Identified new opportunities and continued goal setting
- Continuous customer and vendor interaction

North East Sales and US Technology Manager 2005 – 2007

- Assisted in the increasing of revenues from \$160 to \$300M in 2 years
- Had two new products through full cycles with 15% ROI in year one with \$8.5M in sales
- Lead business development of North East managing sales team and new sales
- Technology support to US business sales and business development
- Lead strategic roadmap development for US chemicals, fluids, completions, fracturing and pumping
- Was JD Edwards and Wind chill cabinet holder for the chemicals division
- Lead IT project conversion and implementations manager for JD Edwards One World CRM
- Lead Biologist in charge of biological review and impact

Sales and CRM Development Manager, 2004 – 2005

- Delivered new sales development in Marcellus shale for \$11M
- Developed product line training
- Began system development for a CRM

Market and Business Analysis, 2003 – 2004

- Lead business system refinement
- Assisted in financial review and analysis for development directions
- Lead market and sales analysis, giving direction towards product lines

Marketing Intern (Clearwater LLC later acquired by Weatherford), 2002

- Developed marketing material and distributed to potential customers
- Performed market analysis by geographical region
- Designed and executed biological experiments on cooling fluids

EDUCATION

MBA, Marketing/Management, Duquesne University, 3.7/4.0

05/2004

MS, Biological Science, Duquesne University, 3.4/4.0

08/2001

BS, Biological Science, University of Pittsburgh, 3.3/4.0, Cum Laude

05/1999