

MICHAEL FREIER

Principal Consultant, 280 Group

SUMMARY: 7+ years of successful Product Marketing/Management experience. 15 years overall experience developing standard/custom products and integrated systems. Passionate about developing product solutions to satisfy a range of vertical market segments. Expert at engaging new customers to extend core business.

- *Product Marketing & Management*
- *Strategic Planning*
- *Market Research & Analysis*
- *Product Life Cycle Management*
- *Hardware & Software Product Development*
- *Competitive Positioning*

EXPERIENCE

Kawasaki 2005-2006
Account Manager

- Managed 5 key accounts, representing \$30M in OEM business.
- Identified new market opportunities and provided pre-sales support to help customers with product selection, feature/benefit and performance trade-offs.
- Motivated cross-functional teams to provide supporting documentation to existing customers and develop material to fulfill new product introduction milestones.
- Ensured tight alignment of customer requirements and requests (i.e. forecast, reschedule, beta/new product introduction dates) with internal sales, design engineering and manufacturing groups.

Innovative Robotic Solutions 2002-2004
Director, Product Marketing

- Transformed early stage company product offerings into a cohesive, scalable product suite, enabling company to reduce costs 20%, improved time to market 50% and improve overall product quality.
- Prioritized engineering projects enabling the company to sell cost effective, reliable and standard products.
- Led cross-functional selling teams. Translated product features into customer benefits and correlated results to increased productivity and lower cost of ownership.
- Managed all aspects of product life cycle for multiple products – from inception to launch to phase out.

Adept Technology 2000-2001
Product Marketing Manager

- Managed product life cycle of \$25M flagship product line
- Cultivated partnerships with industry vendors to increase range of peripheral product offerings by 20%.
- Established relationships with system integrators to increase sales channels in complementary market segments.
- Developed market and product requirement documents (MRD/PRDs) for next generation equipment.

Asyst Technologies 1997-2000
Product Manager

- Managed life cycle of 5 major product lines for \$20M OEM business unit.
- Reduced part numbers 80% by combining incremental feature upgrades into a solid product platform that reduced cost 20% and raised overall performance to best-in-class standards.
- Responsible for product positioning, messaging, product roadmaps and supporting worldwide sales team.
- Created marketing collateral for product line data sheets, brochures, web site content and corporate sales training.

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Sales Account Manager

- Successfully sold \$5M of standard products to regional OEMs and resellers.
- Satisfied customer need for solutions to challenging manufacturing problems by working with application/design engineering on custom modules and vertically integrated systems.
- Provided product/technical support to 3 sales regional teams, and increased new business (2X) over a 2-year period.
- Prospected for and closed new OEM accounts, increasing total number of customers by 30%.

PRI Automation, Automation Systems Division Marketing Engineer

1995-1997

- Developed concept drawings, product specifications, cost models and market size estimates for a 3 new product lines outside the companies traditional market space.

G.L. Collins Corporation Technical Sales Applications Engineer

1992-1995

- Assisted customers with design concepts, price/performance/lead-time trade offs that resulted in improved cycle times, adoption of new customers and multiple design wins.

Kavlico Corporation Design Engineer

1988-1992

- Designed robust, reliable and accurate sensors to withstand extreme operating environments.

PROFESSIONAL AFFILIATIONS

- **Silicon Valley Product Management Association** 2004-Present
Director, Membership
 - Doubled membership over a 6-month period.
 - Recruited Director to C-level professionals to speak at monthly events, contributing to 30% of speaker pipeline for 2005/2006 schedule.
 - Developed strategy and plans, in conjunction with executive staff, to make '2005' the associations most successful year ever, measured by members, revenue, and income.
 - Created corporate membership program and raised \$25K/quarter in new product manager enrollment.
 - Formalized corporate recruiting program, bringing recruiters and talented product managers together.
 - Responsible for all aspects of membership for professional association representing over 1500 product managers in the Bay Area.
- Software Developers Forum – Emerging Technology Connection
- BayCHI - ACM Special Interest Group on Human-Computer Interaction
- Churchill Club

EDUCATION

- **B.S. Mechanical Engineering**, University of Massachusetts, Amherst
- **Certificate in Business Fundamentals**, San Jose State Business and Management Program