

# JONATHAN (JON) M. ALTENBERG

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## SUMMARY

Proven track record of growing dynamic B2B and B2C markets across six continents (Asia, Africa, Australia, Europe & Americas). Collaborative and innovative team-builder responsible for creating go-to-market strategies & strong brands, launching new product platforms, leading M&A activities & creating strong business plans based on in-depth analytics. Comfortable working in matrix structures, with expertise in the consumer durable, chemical, PPE, manufacturing, financial services, education, insurance & health care industries.

- Marketing Strategy
- Campaign Management
- Brand Equity
- Product Development
- Brand Positioning
- Channel Marketing
- Web, email, CRM
- Integrated Marketing Communications
- Product Management
- Direct Marketing
- Social Media & SEO
- Sales Forecasting
- Market Research

## PROFESSIONAL EXPERIENCE

### **Chamberlain Group/Liftmaster, Chicago IL**

**2017-PRESENT**

World's largest manufacturer of garage door openers and gates.

#### **Director, Channel Marketing**

- Responsible for the management of a staff of 15 professionals
- Managing multi-million-dollar discount and allowance budget. Reduced spend by 10% while still achieving double-digit growth
- Managing all aspects of Chamberlain's channel mix of professional dealers, distributors and national accounts. Grew channel business 12 percent in fiscal 2018
- Developed and launching comprehensive scorecard and loyalty program for Chamberlain's distributor and dealer base. Program realigns financial compensation to consumer facing needs
- Launched new online dispatching system for dealer base. Program offers online appointment making, Uber-like UX for the consumer and five-star rating program for participating dealers
- Launched new channel strategies based on in-depth market research for professional dealers
- Launched new connectivity products through channel partners

### **Kaplan Professional Education, Chicago, IL**

**2014-2017**

Leading provider of Leadership, Professional Development and Professional Certification for businesses across the globe. Company is a world leader of online education globally.

#### **Executive Director, Global and Business to Business Marketing**

- Led launch of new-to-world virtual classroom education product worth \$8 million in gross sales
- Led marketing due diligence and integration of acquisition of large continuing professional education provider. Successfully re-organized marketing team and re-set priorities for \$13 million portfolio
- Helped launch global leadership & professional development program. Launch established a \$10 million practice
- Established CRM/Salesforce integrated campaigns to penetrate B2B markets & grow business by 10%
- Developed on-line asynchronous professional development program in partnership with CNN International. Site has generated 100,000 unique visitors & 3.5 million impressions
- Established social media campaign for both our global Leadership and Professional Development and the Accounting and Finance business. Program is growing audience participation 30% monthly
- Led a marketing team of seven

### **SEALED AIR INC. (formerly Diversey Inc.) Racine, WI**

**2007 – 2013**

Leading global manufacturer of cleaning chemicals, machines & tools for the janitorial, food manufacturing & sanitation Industry.

#### **Senior Director, Global Building Care Portfolio**

**2012 - 2013**

Led team of 35 across 26 countries & 4 continents. Managed \$950M global chemical, tools and machines portfolio.

- Drove turnaround in building care business from 3% annual decline to 3% annual increase in gross sales
- Implemented comprehensive product slotting & SKU reduction project based on benefit hierarchy research methodology conducted in 20 countries over 47 product groups, and 40K+ SKUs

- Launched four key new integrated product lines (chemical/tool) that contributed \$15 million in topline sales.
- Re-organized team to function in a global matrix format. Structure contributed to sale of higher-margin, globally marketed products driving an increase in gross margins
- Developed 5-year product roadmap expected to add \$75 million in organization's topline sales

**Regional V.P., Marketing Operations and Portfolio Emerging Markets, Singapore**

**2010 - 2012**

Managed & implemented company's portfolio for \$600M emerging markets business. Grew business by 20%. Region included countries in 3 continents and 50 employees in 20 countries including China, India, Japan, Australia, New Zealand, Turkey, South Africa, UAE, Egypt and Southeast Asia.

- Planned and implemented new emerging market manufacturing strategy resulting in creation of a new facility in Malaysia and a regional pricing structure. Factory lowered manufacturing costs by 30% and increased margins by 15%, while enhancing line's competitiveness
- Designed and implemented new organizational structure to increase efficiency of marketing operations and marketing communications and create more consistent marketing messages
- Led effort to optimize penetration of Food Processing Cleaning business across our markets

**Senior Marketing Manager**

**2007 - 2010**

**Global Machines, Tools Portfolio and Consumer Chemicals, Racine, WI**

- Member of team that developed new go-to-market strategy and value proposition based on segmentation strategy. Drove new branding and identity work. Developed company's new brand architecture program
- Implemented research study that covered machines business (30 countries and 1,500 surveys completed)
- Served as product development lead with sister company S.C. Johnson to develop new products for DIY channel, Home Depot/Lowes/Menard, delivering nearly \$10M in 2011
- Launched new cleaning system targeted at healthcare clients, and led 10-member product development team in cart design. Program increased sales of program by 30% year one and margins by 15%

**FELLOWES INC. Itasca, IL**

**2004 – 2007**

Global manufacturer of technology accessories and office products.

**Manager Sales Planning/Category Management, Marketing Manager/Brand Manager**

Managed \$100M big box & commercial market. Retailers: Walmart, Target, Staples, Best Buy, Office Depot

- Launched new product line that achieved \$8.2M in shipped sales in first 9 months of rollout. Product launch contributed to \$2.5M in EBITDA for fiscal 2004. Handled full P&L
- Launched new media storage brand and placed 15 new SKUs worth \$18M incremental growth in office superstore and technology big box channel
- Introduced 2 new families of shredders, supported by full retail launch campaign in placement at Office Depot and Staples and \$30 million in top-line revenue

**Other Experience:**

**Vernon Township Supervisor, Vernon Township, IL**

**2019- Present**

**Vernon Township Trustee, Vernon Township, IL**

**2017-2019**

**SYNOVATE, Arlington Heights, IL**

**2003 – 2004**

**Director of Marketing, Americas**

**KEMPER INSURANCE INC. Long Grove, IL**

**2000 – 2003**

**Senior Brand Manager, Brand Manager**

**EDUCATION**

**Northwestern University, Evanston, IL**

**Master of Science, Integrated Marketing Communications**

**The George Washington University, Washington, DC**

**Bachelor of Arts, Political Science**

## **AWARDS/CERTIFICATES**

- Social Media Marketing Certification – Northwestern University – July 2016
- Content Strategy for Professionals Certification – Northwestern University – In progress
- Diversey Presidential Award for Leadership-emerging markets machines portfolio strategy (2012) / Trolley launch 2007
- Fellowes Forward Innovation Award for innovative Omni channel marketing campaign, 2005
- Sandler Sales Training Certification, 2015