

Ron Poff

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Global Sales and Marketing, Business Executive, Entrepreneur and Educator

Extensive experience driving **strategic growth, business development and product visibility** for leading consumer products and innovative manufacturing organizations. Highly competitive, passionate, persuasive and articulate, able to achieve results others believed to be impossible. **Experienced in strategic management, marketing, corporate entrepreneurship, innovation, new product development, partnership building and executive leadership.**

Skills

- Marketing Strategies & Campaigns
 - Corporate Communications
 - Collaborative Team Leadership
 - Product Positioning & Branding
 - Web & Print Content Development
 - Corporate Entrepreneurship
 - New Product Development
 - Focus Group & Market Research
 - Strategic Planning
 - Process Innovation
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Professional Experience

Virginia Tech – Pamplin College of Business, Department of Management – Blacksburg, VA

Assistant Professor of Practice, 8/2019 - Present

Adjunct Instructor, 8/2017 to 8/2019

Academic area: Foundations of Business, Entrepreneurship – Foundations and Capstone courses

The PRIME Factory – Blacksburg, VA

A full-service communication and advertising agency. With the tagline, Designing Ideas. 'Producing Results', The PRIME Factory finds clients new opportunities and results in public relations, advertising, marketing and business development.

Co-Founder and Advising Partner, 12/2015 to Present

Mar-Bal, Inc. – Chagrin Falls, OH

Multimillion-dollar manufacturer of thermoset composites for the Appliance, Electrical, Transportation and Industrial marketplaces.

Industry Director and Director of Global Marketing, 11/2008 to Present

Manage all B2B corporate marketing and communications functions. Lead all sales and product management responsibilities for proprietary products. Direct brand management, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

Selected Accomplishments:

- Responsible for a team of Sales and Marketing professionals that drives key account management and distribution efforts of over \$28M in revenue.
- Developed a corporate entrepreneurship and innovation program to drive a focus on new markets, new customers and new applications which has contributed to over \$6M in revenue.
- Created and implemented a technical knowledge share sales program for sales team that helped to deliver a pipeline over \$35.0M in new opportunities from 2011-Present.
- Developed a two-brand strategy and integrated a product line acquisition that increased annual sales \$2.0M and reduced the market lead time by over 8 weeks.
- Developed a digital marketing platform of inbound marketing and sales that transformed our content marketing and increased unique web site visits by 65% and provided for lead generation.

United Pet Group, Inc. (UPG), A Division of Spectrum Brands – Blacksburg, VA

A leading global marketer and manufacturer of pet supplies with established brand names.

Director – Global Sourcing, 12/2006 to 11/2008

Directed the Sourcing Department in new product development to meet the strategic marketing objectives for consumer retail products.

Selected Accomplishments:

- Negotiated and secured long-term supply agreements that consistently delivered goal-surpassing marketing results and ensuring complete client satisfaction.
- Developed and launched over \$ 10M of new branded products as a member of business development team, including globally manufactured, innovative and value-added products for large retail companies.

Rubbermaid Commercial Products, Division of Newell Rubbermaid – Winchester, VA

Manufacturer and marketer of innovative, solution-based products for commercial and institutional markets worldwide with outstanding brand equity.

Strategic Sourcing Manager, 8/2005 to 11/2006

In support of the New Product Development process and strategic marketing plans, prepared decision matrix to choose best supply sources for company designed and engineered products.

Selected Accomplishments:

- Worked closely with Marketing and Engineering to develop innovative new products and responsible for the sourcing strategy to ensure long-term and sustainable quality products.
- Responsible for percent of total annual spend in the middle to high impact categories, and generally affecting a high percent of total spend dollars.

Tetra, A Division of Pfizer, Inc. – Blacksburg, VA

A leading B2C global marketer and manufacturer of innovative aquarium products.

Manager, Global Sourcing, 11/1996 – 8/2005**Selected Accomplishments:**

- Developed strategic business-to-business alliances through cross-functional project team leadership that led to the introduction of over \$5M in new product launches in 2003.
- Negotiated and implemented long-term supply agreements for purchases in excess of \$20M.

Findlay Industries, Inc. – Dublin, VA

A leading B2B manufacturer of interior trim for the automotive and heavy truck markets.

Materials Manager, 1/1990 – 11/1996

Responsible for the overall management of purchasing, inventory control and logistics reporting directly to Plant General Manager.

Volunteer**Pi Sigma Epsilon (PSE) – Sales and Marketing Fraternity – Life Member**

- Professional Vice-President and Member of National Council, 3/2014 - Present

Society of Plastics Engineers (SPE) – Thermoset Division

- Member of the Board of Directors, 2014 – 2019

American Composites Manufacturers Association (ACMA)

- Member of the Marketing Committee, 2012 - 2018

Awards

Distinguished Marketing & Sales Award – Sales & Marketing Executives – Cleveland, 2017

Best Technical Presentation Award – Society of Plastics Engineers, 2014

Social Media Impact Award – SBN Interactive, 2013

President’s Award for Innovation – Mar-Bal, Inc., 2012

Military**United States Navy – Reserves, 1989-1999****Petty Officer First Class - Storekeeper**

- Strategic Planning, leadership development, personnel management, logistics, operations
- Recalled to Active Duty in Support of Desert Shield/Desert Storm, 11/1990 – 5/1991

Education**Southern New Hampshire University**

Master of Science (MS), Marketing

GPA: 3.63, 2017

University of Virginia – Charlottesville, VA

Graduate Certificates

Major: eMarketing | GPA: 3.70, 2012

University of Phoenix – Phoenix, AZ

Bachelor of Science (BS), 6/2003

Major: Business Management | Graduated with honors

Ron Poff Resume

Professional Development**Excellence in Sales Leadership**

Carew International, 2019

Corporate Entrepreneurship and Innovation

Mar-Bal, 2015

Tetra, 2007

Program Management

Newell-Rubbermaid, 2006

Tetra, 2000

Strategic Sourcing Training

Newell-Rubbermaid, 2006

Certified Purchasing Manager (CPM)

Institute of Supply Management, 2000

Ron Poff – Professional Resume Addendum

Corporate Entrepreneurship

- August 2017 – As part of a Strategic Planning initiative, organized a cross-functional team to support an entrepreneurship mindset and empowerment culture to openly ideate and present new projects for executive review. The goal is to incorporate more innovation, creativity, and curiosity into our core values.
- March 2016 – Developed and implemented a Business Growth Framework (*Define, Discover, Develop and Deploy*) to drive new business growth especially in new markets with new customers and new applications which has accounted for over \$2M in new business.
- January 2016 - Planned and coordinated a 2-day Ideation Summit that enabled operations, sales, marketing and engineering leaders the opportunity to collaborate and generate over 200 ideas for exploration. [Link to video of event](#)
- October 2015 – Collaborated with engineering leaders to develop and implement an improved business process that evaluates opportunities using a rigorous feasibility process.
- December 2015 – Founded and launched a marketing agency focused on bringing a more intimate digital experience to leading service companies. Currently serve as the Advising Partner.

Innovation

- August 2017 – Successfully developed and defined a business case that secured capital funding for two new product development projects that will bring engineering solutions to the Asia and North American markets while increasing market share.
- January 2017 – Led engineering and marketing teams that developed an advanced material technology implementation plan into a mature product line so as to bring value to the customer and provide a platform for new customer engineering specifications.
- April 2016 - Developed an Innovation Pipeline which utilized stimulus mining/market research, a structured ideation process and a robust business case evaluation.
- August 2014 – Developed business processes that increased market and business intelligence within the organization which has provided a higher level of knowledge awareness and has provided for improved decision making.
- January 2012 – Received the 'President's Award for Innovation' which focused on the business process that developed an advanced manufacturing process and proprietary brand.
- Since 1992, have led and/or member of various cross-functional teams focused on product development projects for leading consumer product companies and manufacturers.

Strategic Management

- Served on Executive Leadership Teams that created Strategic Plans (2007, 2014 and 2017) that has led to strong revenue growth (\$58M to \$64M) while decreasing costs and increasing profitability. The 2018 plan is estimated to be \$69M with a continued focus on market diversification with new business from new customers accounting for over 15% of the revenue from the past 3 years.
- Developed and established a Customer Insights process in 2015 that is centered on the Net Promotor System (NPS). More than just a 'rear view mirror scorecard', this annual review of the 'voice of the customer' has provided a management framework and proactive view for a culture of continuous improvement, development of priorities and a resource deployment plan for cost takeout and/or paths to customer collaboration to drive product innovation.
- Utilizing marketing analytics and performance evaluations, restructured the industrial sales team in 2017 to be more nimble, effective and focused on strategic initiatives rather than tactical selling.
- Served as Integration Champion in 2012 after acquiring a product line from a major competitor successfully managing the supply chain, operations and customer base.

International Business and Operations Management

- Manage all sales and marketing activities including direct employees in Asia (Shanghai) and North America and distribution partners in Mexico and the UK.

- April 2012, established Asia Sales Office in Shanghai, China that includes sales and marketing responsibilities for key distribution and OEM customers.
- Extensive international business experience developing new products, collaborating with business partners (sourcing and marketing related) and expanding into new markets. Over the past 25 years, traveled to China (35+ visits), Vietnam, Taiwan, Hong Kong, Japan, Korea, Guam, Cuba (Gitmo), Mexico, Canada, Spain, England, Netherlands, Germany, Italy and Israel.

Additional Professional Activities as an Assistant Professor of Practice and Adjunct Instructor

Virginia Tech – Pamplin School of Business, Department of Management – Blacksburg, VA

- Committee Member – USSBA Entrepreneurship Finalist Award, 11/2021 – 1/2022
- Committee Member – Search for Professor of Practice, MGT – 6/2021 – 12/2021
- Committee Member – 5Y Annual Review for Derik Maggard – 3/2021 – 12/2021
- Committee Member – College Level, Student Awards – 8/2020 - Present
- Committee Member – Department Level, Student Awards – 8/2020 – Present
- Faculty Advisor – Society of Human Resource Management (SHRM), 8/2020 - Present
- Faculty Advisor – Delta Sigma Pi (DSP) Business Co-ed Fraternity, 6/2020 - Present
- Committee Member – University Level, Creativity and Innovation (C+I) – 6/2020 – Present
- Faculty Advisor – Orbital Launch Vehicle Team (OLVT), Business Sub-Team – 3/2020 - Present
- Faculty Advisor – Children’s Miracle Network (CMN), 8/2019 – 12/2020
- Committee Member – Department Level, Recruitment, Retention and Student Success, 10/2019 - Present
- Committee Member – College Level, Assessments of Learning – 9/2019 – 5/2020
- Volunteer as co-host faculty member for Admissions Open House – 10/2018 – Present
- Served as Event Planner – Artificial Intelligence Event – April 2019
- Served as Co-Project Manager - Equity, Diversity and Inclusion Event – October 2018
- Manage marketing communications for the Department of Management – May 2018 – Present
- Nominated as ‘Favorite Faculty’ by Virginia Tech Student Affairs – April 2018

Academic Publications

- Contributing Author and project leader on textbook - Fundamentals of Business, 3rd Edition – Virginia Tech Publishing, December 2020

Additional Professional Activities

Conference Moderator

SPE Thermosets 2016, April 2016 – Cleveland, OH – Conference sponsored by Society of Plastics Engineers, Thermoset Division

Additional role as the Panel Moderator for ‘Industry Pioneers and Entrepreneurs’

SPE Thermosets 2015, February 2015 – Palm Springs, CA – Conference sponsored by Society of Plastics Engineers, Thermoset Division

Additional role as the Panel Moderator for ‘Global Composites Growth’

SPE Thermosets 2014, February 2014 – Tucson, AZ - Conference sponsored by Society of Plastics Engineers, Thermoset Division

SPE Thermosets 2013, February 2013 – New Orleans, LA - Conference sponsored by Society of Plastics Engineers, Thermoset Division

Speaker, Presenter and/or Organizer

Virginia Tech Student Engineering Council Chapter, September 2020 – Virtual – Moderator for Entrepreneurship Panel

Student Engineering Council, Regional Conference, February 2020 – Blacksburg, VA - Panelist

Virginia Tech Pamplin School Multicultural Diversity Conference, February 2019 – Blacksburg, VA – Judge

ATD Valleys of Virginia Chapter – Onboarding Process for Manufacturing Organizations, November 2018 – Speaker

Virginia Tech Department of Management – Equity, Diversity and Inclusion Event, October 2018 – Organizer

Pi Sigma Epsilon (PSE) National Convention, March 2018 – San Diego, CA
Presentation – Certified Chapter Officer Training, Professional Development

Virginia Tech Pamplin School Multicultural Diversity Conference, February 2018 – Blacksburg, VA – Panelist

Business@Lunch Series, October 2017 – Blacksburg, VA sponsored by Montgomery County (VA) Chamber of Commerce
Presentation – ‘Marketing for Tomorrow’

[M] Power Manufacturing Assembly Conference, October 2016 – Akron, OH
Panel Member for ‘How Innovation and Utilization will Save Your Business’,
[Link to Conference details](#)

Floyd C4 Business Development Series, September 2017 – Floyd, VA sponsored by Floyd County Economic Development and Innovation Center
Presentation – ‘Importance of Marketing for Businesses’

Pi Sigma Epsilon (PSE) National Convention, March 2017 – St. Louis, MO
Presentation – Certified Chapter Officer Training, Marketing

Public Relations Student Society Association (PRSSA) – VA Tech Chapter, November 2016 - Panel Member – Advice and Sharing of Goals

Business@Lunch Series, October 2016 – Christiansburg, VA sponsored by Montgomery County (VA) Chamber of Commerce
Presentation – ‘Importance of Content Marketing’

Pi Sigma Epsilon (PSE) National Convention, March 2017 – Milwaukee, WI
Presentation – Certified Chapter Officer Training, Professional Development

SPE Thermosets 2014, February 2014 – Tucson, AZ Conference sponsored by Society of Plastics Engineers, Thermoset Division
Presentation – ‘Social Media in the B2B Marketplace’
Awarded Best Technical Paper

Composites 2013, January 2013 – Orlando, FL – Tradeshow with education track, Sponsored by American Composites Manufacturers Association (ACMA)
Presentation – ‘Importance of Social Media’

Volunteer – University Outreach

Serving as a Member of the National Council, Pi Sigma Epsilon (PSE), March 2014 – Present

Legacy Club Member, 2020
Lifetime Member, Eta Omega (HQ) Chapter, 2013

National Treasurer: 2021-Present
National Secretary: 2018-2021 and 2015-2016
Professional Vice-President: 2014-2015 and 2016-2018

Serving as a Advisory Board Member for the Pamplin Business Leadership Center, March 2019 - Present

Served as a Judge for University Sales and Marketing Competitions

November 2021 – PSE Regional Conference, Virtual
March 2021 – PSE National Conference, Virtual
November 2020 – PSE Regional Conference, Virtual
March 2020 – PSE National Conference, Virtual
November 2019 – PSE Regional Conference, Greenville, SC
March 2019 – PSE National Convention, Jacksonville, FL
November 2018 – PSE Regional Conference, Atlanta, GA
March 2018 – PSE National Convention, San Diego, CA
March 2017 – PSE National Convention, St. Louis MO
March 2016 – PSE National Convention, Milwaukee, WI
November 2015 – PSE Regional Conference, N. Charleston, SC
March 2015 – PSE National Convention, Houston TX
November 2014 – PSE Regional Conference, Harrisonburg, VA

Served as Mentor and Advisor for University Business Projects

2017 – 2018 – Ohio State University, Columbus, OH
Pi Sigma Epsilon (PSE)
Work with students on market research projects

2015 – 2017 – Central Michigan University, Mt. Pleasant, MI
MKT 460 - B2B Enterprise Selling – Dr. Jeffrey Hoyle
Work with students on market research projects

2015 – 2018 – Radford University, Radford, VA
Pi Sigma Epsilon (PSE) – Dr. Gary Schirr, Academic Advisor
Serve as a Volunteer Professional Advisor

Testimonials - populated from November 2016 submission

"Ron is an outstanding professional and passionate leader ... his influential leadership was instrumental in creating the first ever customer experience initiative for Mar-Bal in 2014. Ron identified a need to drive targeted action plans based on insightful customer feedback to increase sales and drive profitable growth. Ron is a dynamic and engaging communicator who possesses the gift of being able to make complex ideas and strategic visions understandable at all levels of the organization. Ron is an impressive problem solver who addressed issues with strategy and confidence. I felt that Ron was inspired by challenges, and never intimidated by them. His Strategic Plan and 5 year vision includes key elements such as market research and analytics, as well as an approach that would lead to more intimate, direct contact with Mar-Bal's customers. Ron exemplifies the leadership and drive of a successful sales and marketing executive."

Gail Willis- Vice-President, Direct Opinions

"He [Ron] created an environment where the creative process could organically unfold, and provided timely and constructive critiques when needed. When the project was complete, Ron became the strongest advocate for this creative approach within Mar-Bal. Ron was also able to integrate our teams, making our creative group at Rosenberg Advertising feel like we were truly a partner; not simply a vendor during this process."

Dave Rosenberg – President, Rosenberg Advertising

"From the very beginning, Ron established himself as an excellent partner with an unwavering commitment to the Mar-Bal brand; his ability to clearly communicate his vision made our job easier, and his persistent focus and high energy level were easy to be inspired by. To say Ron has a passion for what he does is an understatement. He is often working into the nights and weekends to share his love of marketing ... He also remains actively engaged in community awareness, industry associations—and much more. Of course, none of this would mean as much if Ron wasn't a pleasure to work with. At all times, he remains friendly, knowledgeable and willing to challenge us when necessary."

Chris Peer – Founder and President, SynchShow Interactive

"I have had the pleasure to collaborate with Mar-Bal's Ron Poff on a few occasions over the past couple of years. As the former founding editor and long-time associate publisher of Plastics News -- now with my own content-creation and marcom firm -- I've dealt with countless marketing professionals over the course of my 35-year industry career. In the plastics molding industry, where marketing often is undervalued and misunderstood, Ron stands out for his creativity, communication skills and tireless attention to detail."

Robert Grace - Retired Publisher

"Ron Poff is an engaging warm-hearted individual that is admired and respected ... Ron has engaged the Society of Plastics Engineers Thermoset Division with an energy and ethic that is effectual as it is contagious. An accomplished speaker ... delivering polished, competent leadership ... his confidence and sagacity at the podium has yielded proceedings that emanate distinction and prestige ... Ron breathes life into the idiom 'a gentleman and a scholar'."

Shelane Nunnery – President, Grapevine Marketing and Experiences

Bio for Ron Poff Biography



Ron has nearly 30 years of new product development and international business development experience including strong global marketing, purchasing and operations management skills. Prior to joining Virginia Tech full time in August 2019, Ron served as Industry Director and Director of Global Marketing for Mar-Bal, Inc., the leading integrated compounder and molder of thermoset composites. Based in Blacksburg at Mar-Bal's Global Marketing Office, Ron was responsible for corporate marketing activities including communications, brand development and product management. In addition, Ron lead the global sales, new business development and strategic acquisitions within Mar-Bal's proprietary product lines and key OEM accounts in electrical, construction, industrial and rail markets.

Prior to joining Mar-Bal in 2008, Ron led global sourcing activities in support of new product development and innovation at Pfizer, Spectrum Brands and Newell-Rubbermaid. Serving as an entrepreneur and small business owner, Ron is the Co-Founder and Advising Partner for The PRIME

Factory, a marketing and public relations agency, based in Blacksburg at The Virginia Tech Corporate Research Center. Over the past 5 years, Ron has served as a Professional Vice-President and Secretary on the National Council for Pi Sigma Epsilon (PSE), the only national co-ed professional fraternity in the fields of sales, marketing and management; since 2019, he has served on the Advisory Board for the Business Leadership Center at the Pamplin School of Business. He is also member of Rotary International, Sales Marketing Executives International (SMEI) and the Academy of Management.

In February 2017, Mr. Poff was recognized as a Distinguished Marketing Sales Award (DMSA) honoree by the Sales and Marketing Executives (SME) organization in Cleveland.

From August 2017 until July 2019, Ron served as an Adjunct Instructor at Virginia Tech in the Department of Management where he taught an introductory business course in management and courses in entrepreneurship in the Pamplin School of Business. He was recognized in April 2018, by the Division of Student Affairs, as a 'Favorite Faculty' nominee.

Ron holds an M.S. in Marketing from Southern New Hampshire University, a Graduate Certificate in eMarketing from The University of Virginia and a B.S. in Business Management from University of Phoenix. Ron is a veteran of the US Navy and Reserves (1989-1999).

A Roanoke, Virginia native, Ron currently resides in Blacksburg.

Awards

2021 - Excellence in Teaching, Department of Management - Pamplin College of Business, Virginia Tech

2021 - Favorite Faculty (nominated), Division of Student Affairs - Virginia Tech

2021 - Advisor of the Year (nominated), Office of Student Engagement - Virginia Tech

2020 - Sporn Teaching Award (Finalist), Virginia Tech

2018 - Favorite Faculty (nominated), Division of Student Affairs - Virginia Tech

2017 - Distinguished Marketing and Sales Award (DMSA) - Sales and Marketing Executives International (SMEI), Cleveland

2014 - Best Technical Paper Presentation - Society of Plastics Engineers (SPE), Thermoset Division

2013 - SoMe Impact Award - Social Media Best Practices

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References available upon request