

PHILIP FULMER

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SENIOR MARKETING & REVENUE GROWTH EXECUTIVE

Ensuring Revenue Growth, Market Positioning, Product Differentiation, & Profitability

Performance-Driven Business Executive – with extensive experience in propelling operational performance through strategic planning, tactical execution, project management, and leadership. Maximizing growth by setting realistic goals for individuals and teams, establishing performance metrics, and removing obstacles to success. Adept at solving critical problems by leveraging group knowledge and experience to drive performance. Engaging in customer dialogue to identify customer needs to enhance deliverables, correct inaccuracies, and build long-term, high-quality relationships.

CORE COMPETENCIES

- Market Analysis
- Budgeting & Forecasting
- Customer Experience Optimization
- Multi-Departmental Collaboration
- Strategic Planning & Tactical Execution
- Leadership Development
- M&A Planning
- Product Application
- Digital Marketing & ECommerce

PROFESSIONAL EXPERIENCE

Improving Profitability → Boosting New Business Opportunities → Driving Revenue

Teledyne Microwave Solutions | Mountain View, CA

2021

A leader in the design and manufacturing of RF/microwave components and integrated assemblies optimized for the aerospace and defense industry.

Director of Space and Microwave Components

Charged with crafting and executing marketing strategy initiatives to support long-term revenue growth. Overseeing the P&L for the Space and Microwave components product lines.

Mercury Systems | San Jose, CA

2016 – 2021

A \$900 million global high-tech company serving the aerospace and defense industry.

Senior Director of M&A and Strategic Projects | 2019 - 2021

Led Microelectronics M&A strategy development and integration of Syntonic Microwave. Forged external partnerships to accelerate adoption of the most advanced commercial technologies spanning the analog, mixed-signal, and digital domains for defense application. Served as the strategic operating plan lead for the microelectronics division.

- **\$500+ million increase in Served Available Market (SAM) accomplished** by forging a partnership with a \$50 billion semiconductor manufacturer that accelerated adoption of the latest commercial semiconductor technologies for aerospace and defense applications.
- **115% of integration profitability synergy target achieved** by contributing to the restructuring of the manufacturing process that allowed for lower-cost labor available in another geography.
- **Improved the company's ability to attract high-performance talent** by facilitating data analysis on diversity and inclusion that led to the prioritization of a senior D&I leader as part of corporate staff development planning.
- **110% of revenue synergy targets met** by guiding the integration of a peer's acquisition to leverage a complementary product portfolio.
- **2.5% boost to EBITDA** forecasted by devising a microelectronics M&A strategy with the senior leadership team to improve vertical integration and elevate SAM \$200 million.

Senior Director of Marketing | 2016 - 2019

Originated and initiated the first marketing strategy for the microelectronics division. Managed a team of four.

- **\$200 million in new business opportunities delivered** to a \$300 million business with three distinct product lines by designing and executing a targeted digital marketing campaign.
- **Facilitated industry-wide collaboration** for protection of government-sensitive classified data using highly secure commercial data storage technologies by launching an annual technology event with National Security Administration.
- **500%+ spike in web-based lead generation** reached by teaming with the digital marketing group to introduce website SEO optimization, AdWords campaigns, and LinkedIn advertising to new or underserved customers.

- **100% increase in the five-year sales funnel** realized within nine months for an underperforming product line by deploying web-based materials to simplify new customer user experience after purchase.
- **10% YOY organic growth achieved** by coordinating and solving competing conflicts in the yearly strategic operating plan process that spanned engineering, sales, operations, finance, marketing, IT, and quality departments.

LytEn & Smart Fuel Solutions | Sunnyvale, CA

2014 – 2016

A green energy startup in stealth mode with a mission to commercialize high-value carbon products.

Vice President of R&D, Product Development, & Product Management

Coordinated a team of ten responsible for designing and directing R&D experiments to prove concept feasibility while managing daily operations of the lab and office. Defined requirements for three product lines.

- **\$25+ billion surge in SAM** gained by leading the team that developed novel hardware and processes to synthesize a high-value form of carbon for next-gen rechargeable batteries and synthetic rubber formations.
- **Established new R&D capability** in less than six months by filing two patents for novel hardware and processes after architecting the HR and facilities plan.
- **\$25 billion uptick in SAM obtained** by devising a financial model with the CEO to commercialize innovative carbon production processes.

TT Electronics | San Jose, CA

2011 – 2013

A \$200 million global provider of engineered electronics for performance-critical applications.

Director Product Management

Charged with escalating profitability of an underperforming product line and \$100 million resistor business.

Business Performance Improvement

- **\$20 million customer savings generated** in requalification and re-engineering costs while avoiding a six-month manufacturing line stop of a commercial aircraft manufacturer by identifying and qualifying a second device packaging source in less than two months.
- **\$1 million in new business wins** per month fostered for a \$30 million product line by spearheading targeted marketing pursuits with the field application team, launching new products, and leveraging the sales team's long-term customer relationships.
- **75% decrease in lead times** achieved for the highest revenue product line by chairing a Six Sigma improvement team to achieve 9X+ product yields.
- **40% upturn in operating profit** nurtured by devising a strategic pricing initiative to accelerate sales of military-grade products while creating a new, low-cost, high-profitability commercial product line.

Business Growth

- **35% growth in market share** at key accounts cultivated by initiating faster product quoting cycles, shrinking product lead times, and implementing strategic pricing initiatives with internal stakeholders.
- **30% YOY sales growth** reaped by securing a \$7.5 million capital expenditure from the board of directors for a new high-performance manufacturing line.
- **15% profitability improvement** earned by guiding the consolidation of three operating companies into one single cohesive product line with a unified customer value proposition.

TE Connectivity | Menlo Park, CA

2010 – 2011

A \$12 billion Swiss technology company designing and manufacturing solutions for extreme environmental conditions.

Senior Product Manager

Led the development team that produced the firm's first true multitouch touchscreen product and launched the company's first bezel-free SAW dual-touch touchscreen.

- **100% of market share retained** at a key account by steering driving component supplier quality improvement efforts that escalated the end customer's product yield and long-term reliability.
- **25% rise in gross margins** garnered for a commoditized product line by steering a cross-functional team to develop patented enhancements to improve functionality and visual aesthetics of SAW touchscreens.

Additional Experience as a Global Product Manager & Senior Customer Application Technologist with Applied Materials

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science in Materials Science & Engineering - University of Texas at Austin

Bachelor of Science in Chemistry - University of Scranton

Six Sigma Black Belt | Merger & Acquisition Integration (CM&AI) Certification | Leadership Edge Certification
Strategic Selling, Miller Heiman | Mastering Conflict Dynamics, Leadership Development Institute