

Frank Lio

Email: FrankwLio.USA@gmail.com

www.linkedin.com/in/FrankLio

www.franklio.weebly.com

Summary of Qualifications

Accomplished Change Agent, Product and Support Manager at Instron - worldwide leader in testing instruments and Fortune 200 company group. Proven record and strong technology (software and hardware), P&L background. Experienced with starting businesses and developing products from inception, as well as revitalizing failing segments and building teams. Highly familiar with business development, finance, sales and service operations in small and large organizations.

- Front-line experience and expertise in product support, management, marketing, innovation, mentoring, training, and selling products and services internationally.
- Proven ability to direct successful projects and programs. Experienced at managing and working in cross-functional teams.
- Creative and Analytical: able to determine requirements, create effective business plans, and lead global product launches.
- Excellent presentation, negotiation, and communication skills.

Major accomplishments:

- Developed and managed the most successful product ever sold by company (20+ years sales, 30,000 units)
- Turned around 3 declining product lines and teams into successful growth businesses with record sales revenues
- Improved product quality for business unit - moving from last to top ranking in 2 years
- Successfully managed corporate entry into 2 new markets using new and existing products and services

Specialties:

Product Roadmaps ▪ Strategy ▪ Sensemaking & Mapping ▪ Product Evangelism ▪ Product & Sales Support ▪ Product Development ▪ Product Management ▪ Product Launches ▪ Sales Training ▪ Customer Training ▪ Marketing & Selling Products and Services Internationally ▪ Competitive Intelligence ▪ Competitive Analysis ▪ Mentoring & Developing Staff ▪ Leading Cross-functional Teams ▪ Innovation ▪ Customer Voice Market Research ▪ Pricing ▪ Marketing ▪ Marketing Communications ▪ Agile SCRUM ▪ UXD

Experience

Instron ITW

Began career as a management intern and progressed to increasingly more challenging positions at the world's leading manufacturer of materials testing instruments and systems and major company of a Fortune 200 corporation.

Business Team Support Manager & Product Manager (Dual Roles)

2010 - Present

Manage product support for prime business team including global pricing, price lists, competitive analysis, working closely with operations, sales, marketing, service, and finance to ensure customer satisfaction and that the product portfolio supports the company's overall strategy and goals. Manage support and changes for existing products. Lead in new "Emerging Markets" initiative, developing new products, collateral for new business segment. Cross functional team member for developing new products and concurrent product support of existing products, product line simplification and quality review. Also serve as product support manager for current products and retrofits business.

- Lead in developing new mid-tier market and organization in China and emerging markets, including sales and product training
- Led fast-track release of new line of test instruments for China and emerging markets, launch in record time of 6 months.
- Lead in defining and creating automated configuration tools and customer proposals in corporate multi-million Enterprise project.
- Mentor product managers in product pricing, release process and product transitions.
- Developed intranet sales tools organizing competitive intelligence and strategies. Created "Uber-sheets" - cheat sheets with pro/con/counterpoints per customer profiles for Sales reference when encountering a competitor.
- Created first Product Life Cycles, Migration Paths Definitions and customer campaign for all mature and existing products.
- Manage Business Team Support function for China - \$30 million revenue growth group.
- Led marketing effort in successful \$2 million engineering project for new generation retrofit products.
- Lead international opportunity evaluation project to research and address customer needs; championing innovation initiative.

Electromechanical Business Team Support Manager**2006 - 2010**

Support management with P&L responsibility for primary \$150 million business unit, including product, sales, and customer support in the Americas & Asia. Manage & mentor sales support team of 5 application & support engineers in Americas and Asia. Manage support functions including worldwide price lists, discounts, order configuration reviews, competition intelligence & analysis, custom product requests, and training. Also served as product manager for retrofits business (\$2+ million annually).

- Re-organized sales support group for faster & better response – 2009 worldwide survey gave 94% ‘highly satisfied’ rating
- Developed intranet sales tools organizing competitive intelligence and strategies.
- Created internal newsletter communicating business team product and support issues & events – emulated by other Instron business teams.

Product Manager – Software and Retrofits**2003 - 2006**

Product management with P&L responsibility for all electromechanical software and controller retrofit products, including product, sales, and customer support worldwide (core products of \$100 million business unit). Define worldwide product specifications, competitive strategies, advertising, and support functions for existing and new products. Also serve as Sales Support Team Leader.

- Directed final development of and created launch plans for Instron’s Bluehill software – a \$5 million development project and most important product launch in 20 years. First year sales exceeded plan by over 100% and regained 2 corporate accounts.
- Extensive travel in North America, Asia and Europe for customer sales and training of field staff, agents and customers. Recognized as most effective sales presenter at 2004 European Sales Meeting.
- Created new sales training tools including interactive CD & Internet seminars to present products to field staff and customers.

Business Unit Manager – Dynatup Impact Test Division**1999 - 2003**

Defined and directed worldwide business, marketing, sales, and service with P&L responsibility for \$2.5 million impact instruments division. Managed quarterly sales and shipments worldwide. Led product, engineering, and manufacturing team of 10.

- Received special recognition award for successfully assuming management and reviving ailing business unit in first 6 months.
- Rationalized product lines, reorganized personnel, and created one business unit from three acquired companies, improving field and customer support while reducing operating costs by 30%. Achieved record backlog in 2000 and record sales in 2003.
- Directed corporate concurrent engineering team in design, development, and manufacture of new generation of impact testing instruments and software from beginning with \$1.3 million budget and ending with worldwide launches in 2001.
- Developed new processes to improve product quality and customer satisfaction including site preparation guides, check lists, and audits. Business unit jumped from lowest to highest quality ranking in 2003 with processes being adopted by other units.
- Worked directly with European, Asian, and Latin American country managers and agents to revive overseas business. Year 2000 unit sales increased over 150% in Japan, Singapore, and Europe.

Product Manager**1994 - 1999**

Directed and managed Instron’s entry into aftermarket retrofit business with new and existing hardware and software products while retaining management responsibility for major group of software products (total responsibility of \$5 million annual sales). Defined and directed business, marketing, and sales strategy for aftermarket products and used equipment businesses. Managed all related sales and service support in North American, Latin American and Asian operations.

- Received special award and recognition for producing 1995 sales of 109% above plan.
- Directed corporate concurrent engineering team in design, development, and manufacture of new retrofit products for market.
- Created pro-active customer follow-up program to survey and ensure customer satisfaction. Data was used to model the customer buying requirements and make modifications to marketing plans
- Developed, managed, and presented at “Instron Technology Briefings” - customer seminars to promote and sell products and services. Program drew over 1,000 attendees in 15+ U.S. cities annually.

Education / Professional Development

- Executive Certificate, Leadership & Management, Massachusetts Institute of Technology - Sloan School of Management
- Executive Certificate, Strategy and Innovation, Massachusetts Institute of Technology - Sloan School of Management
- BS - Engineering, Columbia University, New York, NY
- Continuing education courses from American Management Association: “Seven Habits of Highly Effective Managers”, “Finance and Accounting for Nonfinancial Executives”, “Managing the New Product Process”, “Successful Product Management”, “Competitive Strategy”, “Business Planning”, “Improving Managerial Skills of the New Manager”, “Price as a Weapon”
- ITW training: 80/20, Product Line Simplification (PLS), Inlining, Market Rate of Demand (MRD) and USA (Understand, Simplify, Act), Opportunity Evaluation