

Jonathan L. Tucker

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SUMMARY

An innovative marketing and business management professional with the unique ability and passion to bring diverse groups, such as creative, sales, applications, and engineering teams together in order to accomplish a targeted business goal and product development. Expertise in cutting edge electronics markets and technical support. Produces results in ambiguous, rapidly changing environments on-time and on-budget.

PROFESSIONAL EXPERIENCE:

Keithley Instruments, Danaher Corporation, 1987 - Present

Senior Marketer & Product Manager (1999 to Present)

- Developing next generation of products with incremental revenue potential of \$10-\$20M annually. Directing 12 cross functional team members through corporate new business development process.
- Developing next generation User Interface (UI) to simplify user experience. Identified customer needs and critical performance requirements using Voice of the Customer (VoC) best practices. Interviewed 111 customers across 45 global accounts. Six key accounts selected as primary UI validation partners. Utilizing Webex for validation programs with customers.
- Manage 3 electronic instrument product lines with annual global sales >\$20M.
- Implement product line management actions, including quarterly life cycle and pricing activities for 22 instrumentation products and >50 accessories.
- Achieved year over year double-digit growth rates for overall corporate Research & Education (R&E) target market business from \$21M in 2005 to \$41.1M in 2008.
- Established Nanoscience as a new growth niche business in 2002 for R&E business. Created programs that grew sales from \$750k in 2002 to over \$11M in 2008. Success achieved by leveraging existing products and strategic partnerships with key research centers to advance applications and engineering skills.
- Collaborate with a team of 8 marketers from other business teams to maximize opportunities for assigned products / product lines across all business segments.
- Collaborate with Commercial Marketing department to publish 10 editions of promotional newsletters.
- Led a team of 8 representatives from Operations, Sales, Engineering, and Quality to create a standardized corporate process to phase out and obsolete products. 23 catalog products are successfully moving through the process since inception in February 2011. Resulted in >\$750k in incremental Last Time Purchase orders in 7 months.

Manager of Test & Measurement Applications Engineering & Telesales (1993-1998)

- Leader and Manager for a team of 17 Application Engineers and Telesales/Inside Sales Engineers with a \$1M department budget. Consistently operated within said budget.
- Reduced abandoned calls in Call Center from 15% to 8% in less than one year. Created a customer survey to confirm customer satisfaction.
- Developed a profitable fee-based services program, including an employee bonus system where the department offered training, materials testing, software engineering, and complete system solutions to customers. Booked \$144K in orders in the first six months of program.

EDUCATION:

- Master of Business Administration, Kent State University 1998
- Bachelor of Electrical Engineering, Cleveland State University 1984

CONTINUING EDUCATION:

- “Primal Leadership: Learning to Lead with Emotional Intelligence”, Daniel Goleman, Richard Boyatzis, Annie McKee, Harvard Business Review Press, 2002
- “Executive Champion Orientation: Danaher Business Systems”, Danaher Corporation.
- “Power Selling”, Weatherhead School of Management, Case Western Reserve University.
- “Launching and Managing a Call Center”, International Quality & Productivity Center.
- “How to Delegate”, Weatherhead School of Management, Case Western Reserve University.
- “How to Build Powerful Customer Relationships”, Weatherhead School of Management, Case Western Reserve University.

PROFESSIONAL MEMBERSHIPS:

- Senior Member, Institute of Electrical and Electronics Engineers (IEEE); IEEE Standards Association.
- Board of Advisors Member, Cleveland Nano-Network
- Standards Column Editor, IEEE NanoTechnology Magazine
- Chairman, IEEE Nanotechnology Council Standards Committee 2008-2011
- Member, American Radio Relay League, Inc. (ARRL), Amateur Radio Call: N8MDP

RECENT PUBLICATIONS

- “Ensuring charge measurement application accuracy: how to configure systems and account for error sources”, Printed Circuit Design & Fab Magazine, July 2011.“
- The Right Tools For The Right Measurement”, IEEE Instrumentation and Measurement Magazine, February 2011.
- Contributing Author, Nanoelectronics: Nanowires, Molecular Electronics and Nanodevices, Chapter 14: Low-Level Electrical Measurements At The Nanoscale. The McGraw-Hills Companies, 2011.