

# Mark S. Slusher

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## MARKETING MANAGER

*Product Marketing & Management Executive*

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Over 20 years' experience driving **strategic growth and product visibility** for leading Oil & Gas and Water Treatment Companies. Highly dedicated, passionate, creative and detail oriented with the ability to capture market share. **Experienced in marketing communications, media relations, team building and product management.**

Demonstrated success record in:

- **Branding, managing and positioning** product lines.
- **Analyzing product and company value** and communicating through internal and distribution sales channels.
- **Experienced with both advertising and direct sales** strategies and tactics for online and print media.
- **Designing creative product marketing campaigns** targeted to Oil & Gas Operators, Pipelines Water & Gas Utilities and POU Water Treatment Wholesalers.
- **Leading Marketing Departments** and external creative personnel.
- **Proven record of initiative and success in ad campaign management**, media relationship development, writing, and project management within technical product environments.

### CORE COMPETENCIES

- New Product Introduction
- Ad Campaign Management
- Media Relationship Development
- Competitive Product Analysis
- Budget & Planning
- Corporate Positioning
- Trade Show Management

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## PROFESSIONAL EXPERIENCE

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Association Publishers, Houston, Texas

2003 – Present

**Marketing Consultant** - manages outsourced marketing department services for Oil & Gas and Water Treatment fluid products manufacturers and non-profits. Severed as founding partner and **VP of Marketing** for **EMEC Americas**, a startup chemical metering pump, controller and sensor manufacturer.

- Implemented marketing programs which contributed to a 60% annual growth rate through year 3, and 40% in year 4.
- Developed branding and messaging that contributed to a 67% increase over 3 years.
- Implemented several industry-level direct marketing campaigns contributing to 14% and 18% sales growth.
- Led software engineering team in the creation of an on-line registration system for an industry non-profit.
- Developed cross-industry on-line news site for promoting company PR.
- Systemized pricing, international dollar currency conversions and cost-margin review.

**United Technologies, Conroe, Texas**

**1995 – 2003**

Promoted to lead marketing communications for 3 operating divisions consisting of 6 product lines in the Oil & Gas, Water Treatment and Chemical Processing industries based on proven marketing management, team leadership, strategic planning and new market development skills.

***Marketing Manager***

- Created product marketing and corporate messaging programs which led to an 18% increase in sales.
- Responsible for managing a \$1.3 - \$2.1M marketing budget for 6 product lines.
- Led a staff of 4-6, including graphic designers and administration personnel.
- Consolidated trade show management to reduce cost and improve corporate imaging.
- Developed a customer loyalty program of Limited-Edition wildlife artwork.
- Improved lead response time by 86% and standardized lead contact data for both sales representatives and distributors.
- Streamlined technical manual editing and production resulting in a 77% labor savings.
- Industry leading branding resulted in company/division sale by private owner for 3.6x sales.
- Earned a 25% increase in international sales through a global-market messaging expansion.

**Metrotek, Inc., Melbourne, Florida**

**1991 – 1995**

Refined corporate image and messaging, while developing marketing programs by applying creative and technical core competencies with external contracted support. Responsible for marketing communications for a 17 product integrated data communication systems product line targeted to the Natural Gas, Water Utility and Industrial Natural Gas broker markets.

***Manager of Advertising, Promotions & Communications***

- Campaigns resulted in a 19% annual growth rate.
- Replaced xerographic product literature with 15 color product brochures in under 4 months.
- Expanded media coverage to 65 international news organizations.
- Reduced marketing production costs by 50%.
- Corporate re-imaging assisted in company sale by venture capital owners.

**Schlumberger Industries, Inc., Owenton Kentucky**

**1990 – 1991**

Responsible for US launch of a rotary gas meter manufactured by the **Reams, France** division to the Natural Gas Utility markets.

***Product Manager***

- Responsible for increasing product sales by 54%
- Championed new product development team generating \$519K in new sales.
- Introduced a cross product line Quick-Delivery program resulting in a 30% margin increase.

**EDUCATION**

**The Ohio State University – Bachelor of Science – School of Business, Marketing**