

**Bruce E. McDuffee**  
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## **Marketing Consulting for Manufacturing and Industrial Companies**

Senior professional marketing executive with global experience in growing business and gaining market share in diverse and competitive global markets through strategic marketing thinking and tactical execution. Offering highly unique value in a combination of MBA level business acumen, content marketing strategy/execution and digital expertise with modern technology (marketing automation, CRM, user defined web content).

## **Professional Experience**

### **Manufacturing Marketing Institute (MMI)**

**March 2014 – Present**

*Dedicated to advancing the practice of marketing in manufacturing.*

#### **Executive Director and Founder**

Founded this venture as a marketing consulting and services company focused on helping manufacturing and industrial companies increase sales and achieve sustainable competitive advantage by implementing the New Way to Market. Services include:

- Marketing Planning
- Digital Marketing Planning and Execution
- Marketing automation strategy and tactics
- Get started pilot programs
- Turnkey webinar production

Author, *The New Way to Market for Manufacturing*

### **Boeing, Denver, CO**

**June 2013 – July 2014**

*An \$80 billion aerospace company.*

#### **Content Director, Digital Aviation – Jeppesen (A \$1 billion division of Boeing)**

Oversee all marketing and content initiatives, both internal and external, across multiple platforms and formats to drive sales, engagement, retention and lead generation. Expert at all things related to content, channel optimization, brand consistency, segmentation and analytics. Collaborate with sales teams and market managers across market segments; general aviation, business aviation, military aviation and commercial aviation.

### **Vaisala, Louisville, CO**

**August 2003 – March 2013**

*A \$370M multi-national manufacturer of environmental measurement instruments and systems for a variety of weather critical applications, meteorological applications and industrial manufacturing environments.*

#### **Senior Global Marketing Director, Life Science Division (April 2010- March 2013)**

Developed and implemented marketing strategy for the Life Science. Led the team to ensure consistent growth, enhance brand equity and generate demand in the strategic global markets AMER, EMEA and APAC. Coached, mentored and trained a team of 7 marketing professionals.

- Ranked #1 of 8 division marketing directors/managers in terms of growth and engagement.
- Achieved 19% growth in 2010, 21% in 2011 and 32% in 2012 on average annual revenue of \$20 million dollars.

- Selected by executive management to integrate the marketing function of a \$10 million dollar acquisition in 2010.
- As a key member of the Life Science Executive Team, provided strategic and tactical direction regarding voice of customer, product development, product launch, sales enablement, marketing ROI, positioning, value proposition and messaging.
- Managed a \$2M budget in executing all aspects of the Life Science business division marketing plan; direct, digital, events, brand awareness, content, creative, SEO and SEM.

**Global Marketing Manager, Building Automation Division** (January 2009- April 2010)

Established and implemented strategic and tactical marketing plans designed to capitalize on market opportunities and generate demand for measurement instruments within HVAC industries, contractors and engineering firms. Led a team of 3 Marketing Specialists.

- Thought leader in implementing Eloqua marketing automation platform resulting in 32% increase in customer touch points.
- Increased actionable lead flow 48% by re-tooling the lead management function through integration of Eloqua and the website.
- Improved market engagement 300% by designing and implementing a customer focused content marketing strategy.

**Regional Marketing Manager, Americas** (January 2008 – January 2009)

Executed marketing strategy and tactics to create and increase demand for high quality measurement instruments in key markets; semiconductor, life science, food processing, heavy manufacturing, automotive, and HVAC. Designed and executed integrated, multi-channel campaigns to drive demand. Led a team of 3 marketing specialists to plan and execute events, advertisements, digital campaigns and content development.

- Reduced marketing spend by 20% from \$1.3 to \$1.0 million increasing efficiency and increasing growth to from 6% to 15%.
- Created and implemented a highly successful customer newsletter program, 'Knowledge eNewsletters' designed to engage with customers and increase the marketable database opportunity. Subscribers went from 0 to 800+ within the first 3 months.

**Regional Sales Manager** (August 2003 – January 2008)

Managed a regional sales territory of 8 states targeting pharmaceutical, semiconductor, medical equipment, food processing, and general heavy manufacturing industries.

- Exceeded quota by 20% to 40% each year with a 2 million dollar territory by utilizing a customer focused value oriented solution selling approach.
- Created and implemented an educational seminar program that has continued and engaged with customers now in its 6<sup>th</sup> year.

**Education**

MBA, Marketing and International Management, Northeastern University, Boston, MA – 2011  
BS, Civil Engineering, University of Colorado at Boulder, Boulder, CO

**Military Service**

Lieutenant, US Navy; Honorable Discharge