

RUTH PECHAUER

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SUMMARY

Globally experienced Marketing, Supply Chain and Program Development professional in organizations with \$117M to \$3B in annual income. Highly analytical with proven strengths in leading Research and Development teams, performing targeted research to determine market needs, and delivering required follow-through post-development to ensure success in the marketplace. Process improvement and change management leader for cross-functional teams leveraging multi-language communication skills.

CORE STRENGTHS

- Strategic Marketing
- Voice of the Customer
- New Production Innovation
- Marketing Communications
- Value-Based Pricing
- Lean Six Sigma Green Belt
- Process Improvement
- Data Management & Analysis
- Team Development
- Project & Budget Management

EXPERIENCE

H.B. FULLER COMPANY, St. Paul, MN

Headquartered in St. Paul, MN with \$3B in annual revenues, H.B. Fuller is a leading global adhesives provider focusing on adhesives, sealants and other specialty chemical products.

Americas Demand Manager

January 2017–April 2019

Led business demand planning through shared responsibility with commercial leaders to gain alignment on execution strategies and improve future demand plans for \$842.3M in revenues. Collaborated with finance, sales, supply chain and operations on the forecasting process.

- Improved overall forecast accuracy levels from 12% to 1% variance with monthly forecast process.
- Attained inventory to \$6.6M below target without impacting customers.
- Reduced data system complexity by 80% improving productivity throughout the supply chain.
- Eliminated emails and improved data integrity inputs by designing on-line forecast workflow system.

Marketing and Innovation Manager

September 2012 – December 2016

Developed strategic marketing plans and product portfolios for seven segments within company's largest business unit with \$283.5M in revenues. Led product innovation process with R&D, sales, legal, regulatory, finance and supply chain teams; Managed industry associations.

- Achieved 50% success rate in managing new product innovations of \$9M potential sales.
- Launched market plan for \$5M opportunity; trained 30 sales and technical managers; directly responsible for gaining \$1M opportunity with new customer.
- Transferred \$3.7M market to business unit; trained account managers to facilitate knowledge transfer.
- Created 24/7 intranet portal for strategic customer as a customer intimacy strategy.
- Collaborated with global marketing leaders to leverage regional innovations.
- Reduced manufacturing order backlogs by 80% within 30 days during SAP system implementation.

WRIGHT MEDICAL (formerly TORNIER, INC), Bloomington, MN

July 2008 – June 2012

With revenues of \$836M, Wright Medical is a global medical device company for the upper extremities (shoulder, elbow, wrist and hand), lower extremities (foot and ankle) and biologics markets.

Supply Chain Project Manager

Drove critical projects to completion to establish best practices in a rapidly growing environment and ensured the company met its market share and profitability goals while positioning it for an IPO.

- During ex-pat assignment in France, implemented supply chain improvements using Lean Six Sigma methodologies for projects in France, Ireland and United States to prepare for initial public offering.
- Reduced average cycle time of receiving shipments from seven days to under 24 hours at Distribution Center in Texas with dependencies between the United States, France and Ireland.
- Led Sales and Operations planning process with marketing teams to improve inventory levels.

H.B. FULLER COMPANY, St. Paul, MN**Marketing, Sales and Operations Planning Manager****June 2002 – July 2008**

Conducted geographic market studies, drove annual business plan process, implemented global prospecting system. Improved inventory performance in North America plants; drove sales forecast accuracy; led projects on international assignments; managed six employees.

- Attained 2% forecast accuracy by training global sales organization on forecasting tool.
- In China, led Sales and Operations Planning Process Kaizen to develop country-specific process.
- Reduced aging inventory by 50% leading to higher efficiencies at plant facilities.
- In Switzerland, led project teams to consolidate and standardize European finance organization.
- Developed branding and marketing plan for launch of new system provided by OEM in Germany.
- Analyzed markets in several countries to identify growth opportunities.
- Created lead generation process to support sales growth efforts.

ADDITIONAL RELEVANT EXPERIENCE**UNIVERSITY OF MINNESOTA, Carlson School of Management, Minneapolis, MN****Associate Marketing Director**

Implemented global marketing and brand strategy; managed four employees and \$400,000 budget.

- Expanded international recruiting efforts from 5 to 14 countries.
- Developed MBA marketing brochures which won four awards - local and international.

Assistant Director of International Program Development

Managed \$1 million budget to support global expansion strategy; supervised two employees.

- Reduced costs while increasing revenues, permitting staff growth from three to 17 today.
- Expanded global exchange program agreements by 50%.

COUNCIL FOR INTERNATIONAL EXCHANGE OF SCHOLARS, Washington DC

East/Central European Program Associate

EDUCATION**Master of Business Administration (MBA), Marketing and Operations**

University of Minnesota, Minneapolis, MN

Bachelor of Arts (BA), German and Psychology

St. Olaf College, Northfield, MN

CERTIFICATIONS

Lean Six Sigma Green Belt | ScrumMaster | Sales Excellence | Strategic Account Management

LANGUAGES

German | French | Spanish | Russian

VOLUNTEER LEADERSHIP

- Twin Cities Slovenians Member since 2013; Treasurer on Board of Directors since 2018.
- Social Missions Chair since 2002; lead bi-annual Guatemala partnership visits since 2008; conduct annual mission auction fundraiser.