

RICK M PETERSON

rickp4k@gmail.com . [503.869.4257](tel:503.869.4257) . [Online Collective](#) . [LinkedIn](#)

Visionary B2C | B2B Innovator

My passion resides in energizing brands and teams to tirelessly deliver on customer needs and accelerate growth. Whether that's leading insight-driven innovation programs, integrated digital marketing campaigns or breakthrough new product initiatives; it's all about having a vision, undying passion, and the ability to inspire teams to deliver with excellence. This approach has fueled my success in accelerating growth for world-class brands: Philips Sonicare, Wacom Technology, Precor Fitness, and nLIGHT Photonics.

Professional Experience

Wacom Technology – Global leader in Digital Pen Technology Dec 2010 – Present

Senior Director of Global Marketing Alliances & Business Development April 2017 – Present

- Leading 6-member team focused accelerating growth in new channels / markets: US, Europe, Japan, China
- Steering Wacom's partnership with Microsoft Windows group to deliver >\$25M new business opportunity
- Building integrated digital marketing programs to accelerate lead generation and B2B/Enterprise sales growth in leading verticals (e.g., [Sales Mgmt](#), HR, Premium Incentives)
- Leveraging strategic brand alliances to drive market expansion (e.g., Tech, Stationery, Fashion, Education)

Senior Director of Global Marketing & Strategy April 2015 – March 2017

- Led 5-member team in building global marketing programs for Wacom's consumer portfolio
- Launched leading-edge content marketing program to increase customer engagement and accelerate conversion; achieved >25% purchase interest + 2X lift in global sellout for over 6-months
- Revamped GTM programs to successfully launch [Bamboo Smartpad](#), an IoT smart notebook that's revolutionizing how consumers ideate with pen and paper and streamline the conversion to digital for archiving, editing, and collaborating
- Developed new consumer insight mining process to optimize new product development and marketing
- Led insight-driven innovation program focused on delivering 3-5 new products to fuel >20% YoY growth

Director of Consumer Product Marketing (North America) Dec 2010 – March 2015

- Appointed to lead Wacom's market expansion from creative professionals to everyday consumers
- Led 5-member team in the strategic development of GTM programming for Wacom's consumer portfolio
- Grew Wacom's startup consumer business unit from \$0 to \$35M in 2 years with the launch of exciting new product categories: mobile accessories and IoT digital notebooks
- Developed new approach to product concept testing leveraging NPD custom research to deliver product concepts that routinely outperformed competition by 3x in purchase intent
- Reinvigorated hobbyist portfolio by leveraging consumer insights and [launching use-case positioning](#) to grow mature line by 25%
- Drove Wacom's category captain merchandising program to increase inventory turns +15%, which included online and in-store merchandising activities (e.g., Amazon, Best Buy, Apple, HSN)

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Professional Experience

RPM Brand.Innovation – An Innovation Consultancy

April 2010 – Nov 2010

Principal / Owner

RPM Brand.Innovation is an innovation consultancy focused on partnering with leading health and wellness startups. Partnered with startup venture spun out of nLIGHT Photonics, which focused on developing laser wellness devices:

- Identified \$50M new business opportunity – constructed business plan and market entry strategy
- Designed unique device platform with IP fortress and potential for FDA Class-II MedDev OTC clearance
- Devised clinical strategy and conducted pilot clinical trials: results out-pacing leading Rx devices
- Leveraged network to gain pitch meetings with leading NW Angel syndicates and VCs

nLIGHT Photonics – Global leader in Laser Technology for Health

Aug 2008 – April 2010

Director of Marketing

- Launched nLIGHT's consumer division and developed strategic plan for OTC laser hair removal devices
- Built strategic alliances with leading retailers (Sephora, Amazon) and CPGs (Philips, SEB)
- Drove redesign of nLIGHT's industrial laser platform to achieve a unique, premium aesthetic
- Revamped PR to build nLIGHT's voice of leadership - result: INC 500/5000 Fastest Growing Private Companies

Precor Fitness – Global Leader in Integrated Fitness Solutions

Nov 2006 – July 2008

Director of Marketing

- Developed and implemented strategic marketing plans for B2B & B2C markets with 7-member marketing team
- Engineered the breakthrough launch of Adaptive Motion Trainer (AMT), the fitness industry's biggest new product launch in 11 years, achieving 120% of sales volume target and 112% of ASP target
- Leveraged Hilton Hotels alliance to set Precor as the #1 provider in Hospitality and drive consumer trial

Philips Oral Healthcare – Makers of the Sonicare® Sonic Toothbrush

1995–2006

Global Brand Innovation Manager / Six Sigma Black Belt: Long-term Innovation

2005-2006

- Led 6-member team + agency to disrupt oral care category and deliver 5 year product innovation roadmap
- Delivered \$50M of NPV, \$3M of R&D efficiency, and entirely new product category: Sonicare Air Floss
- Pioneered innovation process that is recognized and used as the gold standard within Philips (2006)

Global Brand Innovation Manager: Next Gen Architectural Platform

2005

- Created an architectural product platform delivering product line flexibility and \$2M R&D cost savings

Global Brand Innovation Manager: Strategic Alliances

2003–2005

- Led strategic alliance with P&G to launch integrated power toothbrush: Sonicare | Crest IntelliClean System

Global Brand Innovation Manager: Sonicare Elite

2002–2003

Marketing / Brand Manager

1996–2002

Regional Sales Manager

1995 –1996

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Education

University of Oregon – BS Marketing & Management, Charles H. Lundquist College of Business (Eugene, OR)

Royal Philips Electronics High Potential Leadership Program 2004

Royal Philips Electronics Six-Sigma Black Belt Program 2005-2006

Relevant Experience

Enterprise Rent-A-Car (Seattle, WA) - Sales Management 1995

Lambda Chi Alpha Fraternity - President + Membership Chairman (University of Oregon, Eugene, OR)