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## CHAMPIONING TECHNOLOGY, STRATEGIC RELATIONSHIPS, & COMPETITIVE THREATS TO SPIKE BUSINESS GROWTH

### Authority on Process Automation & \$177B Industrial / Factory Automation Market

Chemical, Pharmaceutical, F&B, CPG, Biofuels, Waste Water, Power Generation, Steelmaking, and Automotive

Progressive, high-energy leader with great breadth of skills and industry influence. Rare combination of expertise in both process and industrial automation, delivering value in diverse business areas and solving the most complex technology and customer issues for Fortune-ranked industry heavy weights: **Emertin, Salmens, Ronwell, and ABC.**

#### BUSINESS ATTRIBUTES

Visioning & Strategic Planning  
 Sales & Business Development  
 P&L Authority  
 Executive Relationship Management  
 M&A Strategies

#### OPERATIONS LEADERSHIP

Business & Culture Change  
 Policies & Procedures / SOPs  
 Business Process Optimization  
 Cost, Quality, & Service  
 Efficiencies

#### TECHNOLOGY EXPERTISE

PMOs & Project Management  
 Solutions Development / SDLC  
 Intellectual Property (IP) / Patents  
 Mfg. Execution Systems (MES)  
 Enterprise Resource Planning (ERP)

## CAREER SNAPSHOT & HIGHLIGHTS

Emertin Industrial Automation, 2014–Present  
**VICE PRESIDENT & CHIEF TECHNOLOGY OFFICER**

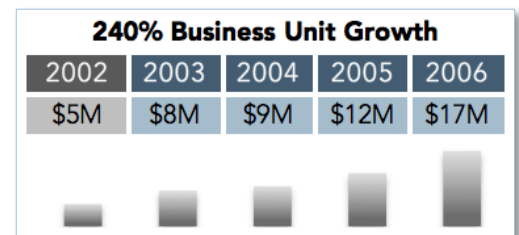
- **\$15M revenue spike** and #2 worldwide in automation via M&A.
- **50% time to market reduction** through Agile development.

Salmens Energy & Automation, Inc. 2008–2014  
**GLOBAL & CORPORATE ACCOUNTS MANAGER**  
**SENIOR TERRITORY ACCOUNT MANAGER**

- **\$8M surge in annual revenues** via Dew Corning contract and **\$80M global General Automotive (GA)** account turned around.
- **20% upswing in automotive business** in 3 years, outdistancing 8% average industry growth by record-breaking 12%.
- **\$1.2M ↑ \$6.6M revenue burst** and 156 new customers in 2 years, evangelizing IT and ERP solutions across vast U.S.-wide territory.

Ronwell Automation, 2002–2008  
**PRODUCT MANAGER, LEGACY MIGRATION**  
**BUSINESS UNIT MANAGER**

- **\$5M ↑ \$17M revenue explosion** in 4 years, driving automation and MES / ERP projects.
- **15% top-line & 20% bottom-line growth.**



Aruba / FreuMarkets, 1999–2002  
**SOFTWARE DEVELOPMENT MANAGER**

- **Pre-IPO deadline met**, leading 108-strong Java development team to implement pioneering eSourcing solution in record time.

ABC / Bally Controls Co., 1990–1999  
**PROJECT MANAGER / SOFTWARE ENGINEER**

- **\$2M first-year revenue achieved**, releasing product to market 2 months early. Bally's largest pharma project rescued (\$10M value).

## EDUCATION

J.D. CANDIDATE, 2019, University of Detroit Mercy Law — *IP, Patent Law, & Corporate Law*  
 B.S. COMPUTER ENGINEERING — M.S. ENGINEERING — *IT & Business Management*  
 Case Western Reserve University

## LEADERSHIP & TECHNOLOGY MILESTONES

### Emertin Electric Industrial Automation (IA) ■ St. Louis, MO ■ 2014–Present

*\$4.9B division ■ 25,000 employees ■ Supplies automation and control solutions for global industrial manufacturing applications*

#### VICE PRESIDENT & CHIEF TECHNOLOGY OFFICER

Pursued to install vision and strategy for 4 underperforming IA business units. Laid groundwork to raise market share for Emertin Process Management by identifying strategic acquisition targets, programmable logic controller (PLC) manufacturers. Inspired product development excellence and formalized processes to manage patents and IP.

- On track to **meet forecasted 10% market share** and **\$15M annual revenue gains**—plus **#2 worldwide ranking** in both industrial and process automation—after initiating M&A of big-name PLC manufacturer.
- **Gained competitive edge against Salmens and Ronwell** by shifting business focus from small-time parts vendor to full-system enterprise solutions provider.
- **Improved resource utilization 30%** and **time to market by 2X** after transitioning software development from Waterfall to Agile methodologies and installing standard portfolio management process.

### Salmens Energy & Automation, Inc. ■ Solon, OH ■ 2008–2014

*\$22.2B Salmens operating company in the U.S. ■ 46,000 employees ■ Manufactures and markets one of the world's broadest ranges of electrical and electronic products, systems, and services to industrial and construction market customers*

#### SALES / CORPORATE & GLOBAL ACCOUNTS MANAGER,

General Automotive (GA) & Dew Corning ■ 2011–2014

#### SENIOR TERRITORY ACCOUNT MANAGER ■ 2009–2011

#### Recognition as Elite Performer

*Top Team of the Year: Landed elusive Dew Corning account*

*Circle of Sales Excellence: Propelled territory sales 450%*

Tapped by President of North American automotive vertical to regain customer confidence and market share on troubled \$80M account.

- **Recaptured \$5M yearly business**, displacing 7-year incumbent, Ronwell, to become sole-source parts supplier after establishing onsite offices at 2 GA plants to rebuild trust and relationships with panel design team.
- **Produced \$7M incremental sales during first year** (\$20M global projections) by cultivating relationships at U.S. stamping plants that prompted GA leadership to contract Salmens as primary motor and drive supplier across the globe.
- **Prevented \$15M yearly revenue loss** and **80% market share drop**, rallying global sales force and OEMs while persuading GA decision makers to stop automation migration to lower-priced competitor systems.

#### GA TURNAROUND

*Saved Salmens' largest account and industry reputation while displacing competitors*

Promoted after conceiving and pitching video proposal that outbid 9 formidable competitors—including existing supplier, ABC—during 4-round, 9-month competition.

- **Incited \$8M incremental global sales per year** and grew global account from automation into other Salmens businesses by promoting discrete manufacturing.
- **Preserved customer relationship**, sponsoring face-to-face negotiations after Dew Corning shut down several facilities as cost-savings initiative and canceled \$20M in booked business with Salmens.
- **Cut 50% in costs and effort** to convert legacy control systems from Foxboro and Texas Instruments to Salmens by automating conversion.

#### DEW CORNING PURSUIT

*Engineered win of sole-source global contract against all odds and with no existing contacts in the business*

Inherited underdeveloped territory previously managed by 2 people (\$1.2M combined sales). Quickly imbibed direct sales to **grow channel partnerships 25% and customer base by 156 in 2 years** while educating plants on MES efficiencies.

#### 450% Territory Growth

2009	2010	2011
\$1.2M	\$4.5M	\$6.6M



## LEADERSHIP & TECHNOLOGY MILESTONES *(continued)*

**Ronwell Automation, Inc.** ▪ Mayfield Heights, OH ▪ 2002–2008

\$6.62B, #1 U.S. PLC supplier of computer-based automation solutions for manufacturing industries ▪ 8,500 U.S. personnel

**PRODUCT MANAGER, MIGRATION PORTFOLIO** ▪ 2007–2008

Corporate Accolades

**BUSINESS UNIT (BU) MANAGER** ▪ 2002–2007

*2X-Winner: CEO's Top-4 Highest Potential Employees*

Hired to grow solutions business as Ronwell expanded into professional services. Optimized project P&L and 130-person team. Later appointed as product expert to spearhead Ronwell's emergence and success in new market, mobilizing 5 developers to create solutions suite that migrated legacy competitor tech to Ronwell systems.

### BUSINESS UNIT SUCCESS

*With no prior sales experience, triggered exponential account growth after refocusing sales team from single product to full-scale solution sales*

▪ **Propelled revenue from \$5M ↑ \$17M**, leading automation & MES / ERP projects: Kraft Foods account grew from \$5.4M ↑ \$10M in < 2 years and DuPont from \$0 ↑ \$5M in 18 months. Realized 250% first-year growth after launching Ethanol BU.

- **Grew top line 15% and bottom line 20%**—despite 20% rise in raw materials expenses—by cutting technology and resource costs.
- **Yielded 80% on-time project delivery**—vaulted 18% from 62%—and **20% drop in costs** with project management office (PMO) and required PMI certification for 100% of staff by year 2.

### **Over-Target Project Margin Increase**

2002	2003	2004	2005	2006
<19%	22%	28%	29%	32%

- **Generated \$0 ↑ \$5M revenue** and **converted 20 new customers to Ronwell** after releasing legacy-system migration suites that claimed top-3 industry status in a year.

### — Earlier Career Successes —

SOFTWARE DEVELOPMENT MANAGER / PROGRAM MANAGER, Aruba / FreuMarkets, Inc. ▪ 3 years

Launched PMO for B2B software provider. Cross-trained and **marshaled 108-person Java development team** to roll out eSourcing platform with 26 apps, **on budget and 1 month early** to meet aggressive pre-IPO deadline.

SENIOR SOFTWARE ENGINEER / PROJECT MANAGER (PM), ABC / Bally Controls Company ▪ 9 years

Developed MES solutions and promoted to manage \$100K-\$5M, cradle-to-grave automation projects. **Sparked \$2M first-year revenues** after delivering product to market 2 months early. **Salvaged largest pharma project (\$10M).**

## ADDITIONAL CREDENTIALS

### Professional Training & Affiliations

.NET Training — Target Account Selling — Selling to Senior Executives — Negotiation — PMI Coursework — Microsoft Certified Solution Developer

Affiliations: Member, Society of Women Engineers

### Published Articles & Media Reach

Salmens World USA, 2011 — *Control Engineering Magazine*, 2008 — *Refrigerated & Frozen Food Magazine*, 2008  
*Ronwell Magazine*, 2007

## TECHNOLOGY BRIEF: Adding Value Across the Organization

Melinda, the VP & CTO of a \$4.9B business, came to me with an outdated resume with the typical old-school “responsible for” verbiage, a mish-mash of technology and sales experience, and a lot of technical details—information you’d find on a developer’s resume, not a C-suite tech exec.

Now, the sales aspect was interesting. She lived and breathed technology, but having rounded out her industry experience with sales and account management, she loved the client-facing side of technology, too.

At first she thought she might need two resumes: one for senior-level technology roles and another for sales and business development in case she stumbled on some good positions on that side.

Why not position yourself for a role that combines both? We’re the sum of all our parts; that’s what personal branding is about. So, I marketed *all* her assets with this new resume, including her Juris Doctor candidacy, which will add value in IP, patent, and corporate law.

The first page was designed so that she could extract it and use it for networking purposes; all achievements here were front-loaded using **\$** and **%** right at the beginning of sentences instead of text / verbs—a technique used by marketers based on proven brain science.

I created her entire resume—highlighting accomplishments with **visual attention grabbers** (e.g., graphs and tables)—around how she’s leveraged both her tech and sales expertise, especially when it came to saving multimillion-dollar enterprise accounts that could make or break the business. She had some riveting stories around that.

Recently, Melinda began making some calls within her current company and found exactly the type of role she dreamed of as VP of Strategic Accounts, in which she’s driving corporate strategy from the frontlines of technology development and C-level relationship building on 3 mega accounts.

Melinda wrote her own ticket with this new resume and job search strategy!