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Top Skills

Product Development
Product Marketing
Leadership

# Brian Davies

President at San-tron, Inc
Somerville, Massachusetts, United States

## Summary

Executive, Business Leader, and Strategist with extensive US and international business development and general management expertise. Proven success in providing leadership and guiding organizations through complex change, transformation, acquisition integration, and growth environments. Leverages broad skill set, solid understanding of key business drivers and big-picture perspective to steer the company to exceptional levels of success, solve operational issues, and achieve corporate objectives.

Respected leader who serves as a key partner in defining and implementing business strategies that drive revenue, profit, and competitive market advantage. Sees beyond the status quo to reorganize operations, optimize resources, and ensure the stability of the organization. Bridges gaps between engineering, manufacturing, supply chain, marketing, and customer requirements. Creates shareholder value with keen understanding of revenue generation, pricing and cost structure. Navigates confidently across functional areas and with cross-cultural teams, corporate leadership, strategic partners, colleagues, and clients. Leads by example, builds high-performance teams, embraces change, engages teams to participate in the process, and empowers staff to excel.

Expertise:
• Business Development
• General / Operations Management
• Product / Marketing Management
• Program / Project Management
• Startup / Turnaround / Growth Initiatives
• Global Engineering
• Change Management
• Strategic Planning / Execution
• Cross-functional Leadership
• Pricing / Budget Management
• Leadership / Staff Development



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BIZLINK EXHIBIT 1027
BIZLINK v. ANDERSON POWER PRODUCTS
IPR2024-00687

• Relationship Management

## Experience

Retired
June 2024 - Present (1 year 1 month)

San-tron, Inc
President
September 2019 - May 2024 (4 years 9 months)

Santron
General Manager
May 2019 - September 2019 (5 months)
Greater Boston Area

Process Sensors Corporation, Unity Scientific
General Manager
December 2016 - April 2019 (2 years 5 months)
Milford, Ma

▪ Responsible for full global P&L of two brands of instrumentation; Process Sensors and Unity Scientific with revenues of $21 million, managing all aspects of the business; sales, marketing, finance, manufacturing, engineering and HR.
▪ Improved company earnings 48% in 2 years, by optimizing operations and driving revenue growth.
▪ Implemented global sales pipeline management using Sugar CRM and increased sales lead conversion to 24%
▪ Decreased company delivery time from 6 weeks to < 2 weeks by implementing visual inventory management and point of use storage.

Anderson Power Products
14 years 7 months

General Manager
May 2015 - November 2016 (1 year 7 months)

▪ Lead all global operations with full P&L responsibility for $50+ million business; lead sales/marketing business units in the USA, England (EU), China and Hong Kong (Asia) as well as manufacturing operations in the US and China.



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▪ Improved company on-time delivery from 82% to 98% by optimizing inventory; increased operating profit from 24% to 28%.

### Global Director of Business Development
June 2013 - June 2015 (2 years 1 month)

▪ Promoted to newly created role that combined Global Business Development and Global Engineering Director responsibilities. Directed product development, sustaining product engineering, product marketing, strategic marketing and marketing communications for all APP products and business units.

▪ Defined and implemented new pricing strategy that increased gross margin from 44.9% to 46.7%.

▪ Developed new products for the alternate energy vertical, increasing sales 15% to $50 million.

### Global Engineering Director
July 2008 - May 2015 (6 years 11 months)

▪ Promoted to direct product development and sustaining/manufacturing engineering for global operations.

▪ Improved product time-to-market 40% to less than 8 months by creating new process flow to leverage product development elements that could be completed in parallel and by implementing simulation software that decreased downstream design changes.

▪ Developed high-quality Asian suppliers for injection molds, high-speed stamping, harness assembly and over-molding.

▪ Increased product development throughput and product releases by 80%.

▪ Drove sales of new product portfolio from $2.5 million to $10+ million in 4 years by developing the company's 1st family of IP67 environmentally sealed power connectors.

▪ Invented new 400 VDC connector rated for circuit breaking, now the leading candidate as a worldwide IT power connector standard; sales of the product are currently $1 million and projected to be $8 million in 4 years

▪ Serve as US National Committee expert to IEC Strategic Group 4, IEC TC23 WG8 and IEC TC23 SCG.

### General Manager Americas
January 2006 - July 2008 (2 years 7 months)

▪ Directed sales, customer service, logistics, and financial operations for North America operations; achieved 40% top-line growth in 2 years and reduced inventories, improving turns from 3.5 to 5.5.



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▪ Recognized with the CEO's Outstanding Achievement Award for exceptional performance and contributions, 2008.

### Corporate Marketing Director
May 2002 - December 2005 (3 years 8 months)

▪ Managed global product marketing, strategic marketing, and marketing communications for all products and business units in the US, Ireland, Hong Kong and the People's Republic of China.
▪ Drove 20% annual revenue growth for 3 consecutive years; increased sales from $18 million to $30 million with introduction of 2 new product families.
▪ Defined/implemented global pricing structure across 4 business units, stabilizing 3 prior years of price erosion and improving gross margin by 5 percentage points.
▪ Standardized and harmonized marketing collateral, creating a unified corporate brand identity.

## Molex Inc., (formerly Beau Interconnect Systems)
10 years 8 months

### Vice President of Business Development
April 1998 - May 2002 (4 years 2 months)

▪ Promoted to Vice President and member of Beau Interconnect Executive Committee. Managed sales, marketing, customer service, and development engineering, as well as Executive Committee policy and benefits planning.
▪ Increased business volume 36% to $26 million and achieved 19% EBIT for FY 2000 positioning company for sale to Molex.
▪ Streamlined product development and slashed new products proposal turnaround time from 2 months to 10 days.
▪ Retained following Molex acquisition of Beau Interconnect Systems and played a key role in the post-merger integration of people, processes, and systems.

### Director of Sales & Marketing
October 1991 - April 1998 (6 years 7 months)

▪ Defined and developed the company's 1-year, 3-year, and 5-year strategic business/marketing plan, which turned around 7 years of decline in business volume and served as the blueprint for 6 consecutive years of successful growth.
▪ Drove 13% annual growth rate over 6 years, versus industry average of 4% and increased EBIT from 7% to 16%.



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- Propelled international sales from less than 10% to more than 38% of total corporate revenue.

### Texas Instruments
7 years 5 months

#### Marketing Manager Connector Systems Div
January 1990 - October 1991 (1 year 10 months)

- Promoted to direct all marketing and customer support functions across 6 product families; managed forecasting, pricing strategies, merchandising and product development.
- Reversed 5 years of declining sales and earnings losses through effective pricing strategies; achieved double-digit sales growth and up to 25% profit margins on previously zero-margin products.
- Continued to grow the US burn-in socket business; increased sales from $3 million to $8 million in 1 year.

#### Business Development Manager
May 1987 - January 1990 (2 years 9 months)

- Promoted to execute business/product development strategy for multiple product lines in TI's domestic connector operations.
- Identified new market opportunities and defined product marketability specifications, forecasts, capital justifications, project management, direct customer support, merchandising and sales training for all new products.
- Launched domestic burn-in socket operations and grew from less than $1 million to $3 million in 15 months by penetrating major accounts including IBM and Intel.
- Introduced 2 new military/aerospace product families and successfully won contracts with multiple secret US Air Force ordinance programs and the Boeing 777 airframe.

#### Field Sales Engineer
June 1984 - May 1987 (3 years)

- Recruited to build sales in Southern California territory; managed sales and application engineering of all TI military-spec and commercial interconnect products with direct and distribution accounts.
- Increased sales by 100% in 1 year by cultivating strong relationships and successfully penetrating B1, F-15, F-16 and F-18 attack radar programs, F-15, F16 and F-117 flight control programs, and M1 and Bradley FLIR programs.



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## Education

### Rensselaer Polytechnic Institute

BS, Chemical Engineering · (1975 - 1979)



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