

MICHAEL STEILEN

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St. Joseph, MO 64506

VISIONARY MARKETING AND BRANDING LEADER

Data driven, self-motivated leader with extensive experience leading teams and developing campaigns that make an impact and generate revenue growth. Skilled at delivering results through brand strategy, content marketing and brand development. Can quickly react to changing market conditions.

Encourages multi-departmental collaboration and builds effective relationships with internal and external stakeholders. Leadership communication skills. Passion for the customer experiences and committed to addressing and understanding client needs. Agile marketing with management experience and ability to influence others.

SKILLS AND EXPERTISE

Data Analytics | Business Cases Development | Leadership | People Management and Mentoring | Market Research | Ability to Adapt | Product Program Management | Branding | Strategic Problem Solving | Written Communication | Strategic Planning | Key Performance Indicators | Cross-Functional Teams Leadership

PROFESSIONAL EXPERIENCE

Boehringer Ingelheim Animal Health – Worthington, MN Newport Laboratories

Oct 2017 to Dec 2019

Newport Laboratories is a small custom-made vaccine manufacturer for both swine and cattle employing 110 people with revenues of >\$20M.

Director of Marketing

Led all marketing activities; integrated two separate marketing departments and product lines. Responsible for corporate strategy, branding, and strategic direction. Managed agency partners and directed advertising, digital marketing and public relations. Accountable for marketing budget and marketing plan.

- ◆ Rebranded Newport Laboratories. Instituted new corporate vision and mission, marketing strategy, tactical plan, and messaging re-establishing Newport as a leader in the marketplace.
- ◆ Managed one direct report. Driven to coach, inspire, create confidence in and collaborate with 5 dotted line reports.
- ◆ Launched an exclusive, online software tool, which cut customer paperwork by 90%.
- ◆ Grew sales over \$3M by launching a first to market, cutting edge product.
- ◆ Collaborated with multiple departments including finance, data science, operations, sales and customer support to increase customer conversion.
- ◆ Created disease specific webinars which increased brand visibility

Boehringer Ingelheim Animal Health, Inc. – Duluth, GA

Jul 2008 to Oct 2017

Boehringer Ingelheim Animal Health is the 3rd biggest animal health company in the world employing over 1,000 people with revenues of \$2B.

Senior Marketing Manager

Jan 2012 to Oct 2017

Directed three key brands with a \$65M budget; influenced product portfolio sales and market share, created digital and print marketing strategies, and managed swine pricing strategies and facilitation. Directed product design. Subject matter expert and trusted advisor.

- ◆ Launched a new campaign and blocking strategy which kept market share at over 90% post competitive entry.
- ◆ Spear-headed the development of an innovative, custom vaccine delivery vehicle. Created partnerships with external partners, vendors, engineers, operations, and distribution to design, price, and sell.
 - Improved customer satisfaction rating by 8% and realized significant customer retention.
- ◆ Launched a unique solution structure for a new and devastating swine disease.
 - Initiated an innovative digital strategy to distribute technical information and solutions.

- ◆ Created the Swine Health Education (SHE) Summit key opinion leader technical forum for female veterinarians, entrenching BIAH as the knowledge leader in specific disease categories.

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- ◆ Attained record product sales of a 15-year old vaccine.
 - Grew sales by 50% over 5 years (>\$14M).
 - Achieved target of 40M doses sold and \$40M net sales per year 3 years ahead of schedule.
- ◆ Launched an improved and innovative vaccine, trained sales team and created marketing materials, increasing total market sales by 150%.

Marketing Manager

Jul 2008 to Jan 2012

Directed several brands with > \$20M budget.

- ◆ Grew key vaccine line by 10% over 18 months.
- ◆ Rebranded decades-old pharmaceutical and vaccine products as market leaders using unique distributor strategies and marketing programs.

Nova Biomedical – Waltham, MA

Prior to 2007

Nova Biomedical is a medium sized firm specializing in analytical devices for both biotechnology and human medicine employing 200 people with revenues of \$35M.

Senior Manager, Worldwide Technical Applications

Led and directed global biotechnology service and support group advising associates in services and applications solutions.

- ◆ Launched a new line of biotech analytical equipment increasing total sales by over \$2M.
- ◆ Created, staffed, and led technical applications department in order to better serve customers worldwide.
- ◆ Increased customer support capabilities by 75% by partnering with customer to use their facilities as a training center.
- ◆ Spurred a 50% increase in worldwide sales of product line by training international colleagues and customers on equipment and resolving their connectivity and communication issues.
- ◆ Created consumable packaging which could be easily disinfected for biotech applications.

Technical Product Manager

Managed new product line for biotech manufacturing / R&D developed by a company traditionally vested in hospital lab diagnostics; trained and developed end users.

- ◆ Partnered with engineering team in the development of a unique sample collection device that provided more efficient hands-off, automatic sample collection, increasing product sales by 25%.
- ◆ Grew both domestic and international annual sales from \$300k to \$3M+.
- ◆ Created a customer training center which increased customer satisfaction and retention by 50%.

EDUCATION

Master of Business Administration | MBA | Iowa State University, Ames, IA

Bachelor of Science | Biology & Microbiology | Iowa State University, Ames, IA

OTHER TRAINING AND PROFESSIONAL CERTIFICATIONS

Certificate in Business Strategy | Cornell University

Mini-MBA in Digital Marketing | Rutgers University

PROFESSIONAL AFFILIATIONS

American Marketing Association