

## Curriculum Vitae

David S. Buddingh  
Buddingh & Associates  
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### **Employment:**

#### **Buddingh & Associates, Inc. Naperville, Illinois**

##### ***Partner***

##### **1994 - Present**

Principal in consulting firm specializing in strategic planning and market analysis.

Assess clients overall operation and ascertain critical areas that require immediate response that will improve bottom line profitability. Provide actionable plans and the know how to get the problem solved.

*On going consultant to MTI Industries, Inc. since 1996, a manufacturer of safety products -- Volo, IL. Sit on UL Task Groups for UL 217, UL 1484 and UL 2034. Act as outsourced Marketing Department.*

Created break through research for Pittway (Fortune 500), on causes of false alarms in commercial fire alarm systems.

Identified, recruited and hired new Vice President of Marketing for American Sensors. During transitional period managed the day to day operations of the marketing department.

Developed strategic plan and on-going system for American Sensors.

Expert witness in LP gas and natural gas alarms.

#### **BRK Electronics - First Alert Aurora, Illinois**

##### ***New Product Development Manager***

##### **1991 - 1994**

Directly responsible for identifying and acquiring of new products for domestic and international markets. Accountable for sourcing products from other suppliers in addition to developing new products in house.

Traveled to the Far East and Europe to work directly with suppliers on product specifications. Negotiated prices, delivery, materials and quality levels to ensure final product met corporate strategic goals.

Developed products and introduction plan for Fire Ladders and Fire Safes which added \$5 million in worldwide sales in the 2nd year.

Initiated original direct import program for company. Program generates an additional \$5 million in sales and \$1.2 million in gross profits during first year, in an intensely competitive market.

Sold OEM rechargeable flashlight product to SB Power Tools (SKIL). Developed product with third party engineering firm. Sourced tooling from Far East and delivered final production product within 10 weeks of first print release. Project generated over \$3 million in sales at a gross profit of \$1.5 million.

Company contact with all external inventors, development companies, foreign product development companies and international marketing organizations to develop profitable products and programs for BRK.

Trained and supported product managers in rechargeable flashlights, night lights and in home lighting security products developed as Senior Product Manager.

Directly responsible for all industrial design activities within the company and all secondary market research programs.

Continued to act as product manager on motion sensor products. Developed three year plan to take 30% market share and \$30 million in sales by using new products, new sources and new marketing instruments to attack an already established category. Plan uses a mix of BRK make products as well as sourcing items to remain competitive while developing a new generation of products.

### ***Senior Product Manager***

**1984 - 1991**

Managed three product lines - rechargeable lights, motion sensors and electronic timers for consumer and electrical markets. Responsible for product conception, design, development, product positioning and profitability. Directed market research, advertising agency, public relations and packaging firms in support function of lines.

Devised, managed and implemented the repositioning and reshaping of a mature product line, which resulted in a 20% growth in volume in 1989 ( 5 share points) and a projected / budgeted growth of an additional 50% in 1990. Growth occurred while implementing a 10% average price increase across the line.

Successfully developed and introduced 15 new products and 35 SKU's. New products accounted for 10% increase in gross profits. Recommended and completed planned exit of non - strategic line and unprofitable SKU's.

### **Texas Instruments - Consumer Products Group Lubbock / Dallas, Texas**

#### ***Corporate Market Analyst***

**1982 - 1984**

Responsible and accountable for forecasting and analyzing retail sales volumes for all Texas Instruments consumer products.

Performed market analysis and opportunity assessments for all Texas Instruments consumer products.

Designed, conducted and presented market research studies including brand awareness, point of purchase and market tracking studies. Implemented and responsible for \$450,000 market environment study.

Participated in strategic product positioning.

#### **Lubbock, Texas**

#### ***Marketing Systems Analyst***

**1980 - 1982**

Responsible for designing and implementing computer support systems for marketing projects.

Maintained and improved existing marketing and order entry systems.  
Received Texas Instruments awards for cost savings of \$100,000 plus. 1980 and  
1981

**Kinkead Industries Downers Grove, Illinois**

***Programmer Analyst***

**1978 - 1980**

Designed and implemented marketing, manufacturing and financial systems.

**United States Steel Chicago, Illinois**

***Programmer***

**1977 - 1978**

Designed and implemented manufacturing systems.

**Education:**

**Texas Tech University, Rawls College of Business, Lubbock, TX**

MBA – Marketing concentration, 1980-1983

**Texas Tech University, Lubbock, TX**

BBA – Management, with honors, 1974-1977

**Awards:**

**Naperville Area Chamber Of Commerce Small Business of the Year, 2008**

**Professional Memberships:**

**Naperville Area Chamber of Commerce**

**DuPage PADS Board of Directors**

**Media:**

Interview, *Best of New Orleans*, April 29, 2008

Interview, *Pittsburgh Tribune-Review*, March 24, 2005