

# CHRISTINE R. RUSSELL

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## BUSINESS DEVELOPMENT AND SALES

Successful in establishing vision and strategies to development new business. Expert at leveraging networks and business relationships. Strong general management skills. A team builder talented in partnering with all business operations to significantly expand market share, generate sustainable revenues and EBITA gains. International experience. Travel 75%. Excellent presentation & negotiation skills.

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## PROFESSIONAL EXPERIENCE

ECKART AMERICA CORPORATION, Painesville, OH

2007 to 2010

### **Business Development Manager, North America**

Spearheaded business development initiatives for this \$2.6 billion global manufacturer in the graphic arts industry. Accountable for market expansion, brand strategy and positioning, marketing communications and research in North America. Managed strategic alliances and collaborated on various joint marketing activities.

- Developed & launched new business development strategy directed towards consumer product companies generating \$1million annually by capturing adjacent market of hot or cold foil stamping and metalized substrates.
- Change agent in organizational realignment to address end users concerns.
- Produced more than 300 viable leads for consumer product companies by developing and communicating value proposition specific to their business needs.
- Identified functionality of current product as a solution to consumer products companies' concerns in the convenient foods market segment.

AMRESKO INC., Solon, OH

2005 to 2007

### **Territory Manager**

Managed bulk chemical sales for \$3 million mid-west territory of this molecular biology& specialty chemicals company. Identified and implemented new business opportunities.

- Grew territory 25% establishing over counter drug screening diagnostic kits for several pharmaceutical corporations.

THE LUBRIZOL CORPORATION, Wickliffe, OH

2001 to 2005

### **Market Development Manager**

Initiated campaign to generate new business with existing products in adjacent markets for this \$5 billion global specialty chemical company. Directed cross functional teams in stage gate process for product enhancements in new markets. Suggested potential acquisitions to corporate strategy team based on new market activities.

- Initiated idea generation program yielding 100 monthly submissions.
- Established screening criteria creating 15 - 20 monthly viable ideas for stage gate consideration.
- Developed new application of high internal phase polymers in transportation industry for vehicle protection during import/export. US patent application.

THE LUBRIZOL CORPORATION, Wickliffe, OH

1999 to 2001

**Sales Representative**

Managed inside sales. Generated customer gap analysis. Identified innovations for R&D based on gap analysis. Sales project manager in Stage Gate process. Managed price increases, promotions and rebates. Established customer profiles and buying trends.

- Led project to address decreased sales of four hundred low volume customers as a tier one customer. Designed a “frequency of touch” program, which re-established relationships resulting in 25% increased revenue over two years.
- Established 24 hour, 1-800 number accessing technical assistant for this new customer base.

THE LUBRIZOL CORPORATION, Wickliffe, OH

1995 to 1999

**Research & Development Manager, Corporate Analytical Group**

Managed project portfolio for separations chemistry. Performed testing root cause analysis. Conducted global facilities round robin testing.

- Assisted in the alignment of the project portfolio with business units to significantly contribute to profitability of business units.
- Led cross-functional team in developing global test requests, data entry and retrieval system making results available to internal/external customers in real time.

THE LUBRIZOL CORPORATION, Wickliffe, OH

1990 to 1995

**Research Chemist, Corporate Analytical Group**

Led and trained technical service group comprised of chemists and technicians. Developed, documented and archived analytical testing for separation techniques for global use. Maintained separations equipment: such as gas and high pressure liquid chromatographs with various ancillary detection methods.

- Generated standardized separation test methods and documentation, which resulted in ISO 9000-9001 certification.

**ADDITIONAL EXPERIENCE**

GENERAL ELECTRIC, Nela Park, OH

**Analytical Manager Senior**

FERRO CORPORATION, Walton Hills, OH

**Analytical Chemist**

BF GOODRICH, Brecksville, OH

**Senior Analytical Chemist****EDUCATION****Bachelor of Science • Chemistry • Biology • Marietta College, Marietta, OH****Executive Leadership Program • Case Weatherhead School of Management, Cleveland, OH**