

# JOHN R. KOWALSKI

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## PROFILE

High-capacity and successful leadership experience as a Champion, Client Advocate, Change Agent, and Team Mentor in new business development, key account management, start-up operations and strategic planning/forecasting in fast-paced, Fortune 500 marketplaces. Widely recognized for B2B sales initiatives, target marketing, multi-project oversight, deal negotiations and organizational development in client-focused setting.

- Results-driven marketing executive and cross-discipline decision-maker in winning product approvals, generating detailed business proposals and streamlining production operations; highly skilled in managing P&L, financial analysis, market trend review, client relationship building and channel management.
- Innovative development and implementation of successful product introduction and high-impact and growth-oriented business plans; prompt delivery of high organizational growth results and management tools.
- Effective hiring, supervision, placement, motivation and development of top-notch talent at management, staff and field levels.
- Self-starting record in driving organizational expansion, achieving top performance, penetrating competitive global markets, maintaining peak quality service and meeting aggressive business objectives.
- Multi-tasking talents in C-suite relationship building, team building, organization, needs analysis, process improvements and attention to detail in time-sensitive situations.
- Hands-on background in key industry, commercial and retail market sectors in global marketplaces.

## AREAS OF EXPERTISE

Strategic Planning • Entrepreneur • Operations Management • P&L/Budgeting • Public Relations • Account Retention • Customer Loyalty • Client Communications • Contract Negotiations • Social Media • Website Design • Territory Development • Brand Management • Technology Deployment • Channel Management • Account Relations • Process Improvements • New Product Introduction • International Business • Target Marketing

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## EMPLOYMENT & ACCOMPLISHMENTS

BYK-Gardner USA, Paul N Gardner Company, Columbia, MD  
Head of Marketing

2022 – Present

Develop plans and strategies to help strengthen and build the brands, allocate resources to different projects, and set short-term and long-term department goals. Also, a skilled marketing strategist that leads and inspires the team members. For additional information visit <http://byk-instruments.com> or <https://gardco.com/>.

- Established a new benchmark for product launch functions with an integrated approach to penetrate automotive, paint/coatings, plastics, and new market niches.
- Introduced a calendar/budgeting system for all marketing communications that monitors key program metrics as well as against allocated budget to streamline top-level decision-making.
- Manage marketing of both BYK-Gardner USA and Paul N Gardner Company brands.

John R Kowalski, Virtual

2002 - Present

**Thought Leader/Founder**

With more than 25 years of agency, corporate, and start-up marketing and brand experience, my passion is to use all the tools of creative marketing to provide true ROI and value. Over the course of my career, I've had the good fortune to see how sound strategic planning and creative execution can work to drive success in a variety of industries – working with individuals, fire and emergency service organizations, start-ups, mid-sized and Fortune 500 companies. I apply a unique Integrated Marketing Fusion, which includes branding, strategy, and marketing expertise along with process improvements and change disciplines, to help leaders excel by strengthening their brands. For more information visit [johnrkowalski.com](http://johnrkowalski.com).

BYK-Gardner USA, Columbia, MD

2017 – 2022

**Technical Marketing Manager / Business Line Manager**

Marketing stuff now but previously led the Paint Point-of-Sale business line to drive market awareness, sales, and community in the retail paint market. Primary functions include product marketing, marketing communications, account management, training and sales efforts to increase market share. For additional information visit <http://byk-instruments.com>.

Variable, Inc., Chattanooga, TN

2015 – 2017

**Vice President of Marketing**

Drove the value and brand through sales, distribution and communication channels, in addition to sales and marketing leadership. With nearly 25 years in business-to-business industrial manufacturing and a BS in advertising/public relations, he brings significant experience and talent. He has worked in several industries, including contract office furniture, plastics injection molding, color measurement and agency consulting. For additional information visit <http://colormuse.io> and <http://variableinc.com>.

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X-Rite Inc., Grand Rapids, MI

2006 – 2013

**Director – Strategic Marketing/Industrial**

In charge of creating and implementing an annual outbound marketing strategy and collateral programs for markets in Europe, Asia and the Americas for this global leader in color science and technology solutions with \$223 million in annual revenue. Focus on the Industrial and Retail Paint business sectors with accountability for a \$1 million budget and 7 indirect reports.

- Established a new benchmark for product launch functions with an integrated approach in order to penetrate automotive, pharmaceuticals and cosmetics market niches.
- Introduced a calendar/budgeting system for all marketing communications that monitors key programs against a cost center and allocated budget, and streamlines top-level decision-making.

- Designed and instituted a PR analysis system that tracks a wide range of market material, statistics and published articles to help with ROI, market visibility and ongoing activities.
- Set up positive relationships with the OEM Marketing Team that promoted solutions to OEM partners.
- Acted as **Field Marketing Manager** as needed to meet geographic requirements.

Cascade Engineering Inc., Grand Rapids, MI

2003 – 2006

**Senior Manager – Marketing Communications**

Responsible for all external communications for this \$300 million multi-line manufacturer and marketer to different industry verticals. Implemented comprehensive strategic communication plans, brand research and budgets for 7 business units. Effectively handled a \$1.2 million budget and outsourced vendor teams.

- Rolled out a new product through the Solid Waste Division that incorporated RFID chips to measure refuse/ recyclable material weight at a national trade show, resulting in 30% higher sales for this unit in 1 year.
- Succeeded in strengthening the company’s image as a leading innovator in the plastics manufacturing sector through “smart branding” and comprehensive overhaul of brand positioning.

Herman Miller Inc., Zeeland, MI

1996 – 2003

**Creative Manager – Sales Services**

Coordinated closer liaison with target marketing strategies, global account growth and domestic sales efforts for this \$1.5 billion designer of award-winning solutions for the contract furniture industry. Trained, motivated and supervised a group of 4 professionals with a combined annual budget of \$1.25 million.

- Key participant in helping expand the group win rate to 58% over the company average of 25% with industry-leading, customized one-on-one marketing campaigns and tactics.
- Planned and executed a total marketing program that assisted in a \$50 million win to furnish the entire General Motors Renaissance Center.
- Closed wins with Anheuser Busch (\$14 million) and Discovery Communications (\$18 million) to provide support for branding and advertising initiatives by these clients.
- Played a positive role in setting up the proposal center for HMI International in London, UK.

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**PREVIOUS BACKGROUND**

- Held positions as **Account Executive, Assistant Public Affairs Director** and **Project Coordinator** with regional companies in Michigan.
- Gained expertise in key account management, project delivery, marketing communications, technical support and sales support functions.
- Highly skilled in product portfolio management; ranked as a subject matter expert in handling a wide range of products and demanding customer requirements.
- Built a positive reputation for team building, business development, deal negotiations, market knowledge and program implementation.

**CERTIFICATIONS**

- Firefighter 1, HazMat Awareness & HazMat Operations
- IS-3 – Radiological Emergency Management
- IS-100 – Introduction to Incident Command System
- IS-200 – ICS for Single Resources and Initial Action Incident
- IS-700 – An Introduction to the National Incident Management System

- IS-800 – National Response Framework, An Introduction
- CPR, Bloodborne Pathogens & Stop the Bleed
- IAFF Driver Training/Vanessa K Free
- Certified Instructor – Stop the Bleed

### **PROFESSIONAL TRAINING**

- PeaceWalker Project Conflict Resolution Certified Coach
- WorldBlu Blu100 Certified Consultant
- Fully familiar with MS Office, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), and proprietary applications on PC and Macintosh platforms.
- Courses in public communications, branding methodologies, international marketing, marketing operations and related topics.

### **COMMUNITY ACTIVITIES**

- TN Achieves mentor since 2018
- Lone Oak Volunteer Fire Department Board of Directors, Vice President
- Lone Oak Volunteer Fire Department firefighter

### **EDUCATION**

Grand Valley State University, Allendale, MI

1992

**B.S. Degree in Advertising/Public Relations;** minors in Business and Music.