

# Madeleine Miehl

248-877-1584

[mmiehl@sbcglobal.net](mailto:mmiehl@sbcglobal.net)

Metro-Detroit Area (Oakland County), Michigan  
1458 Ridgeview Cir. Lake Orion, MI 48362

Strategic Marketing and Business Development professional with a solid foundation in managing Projects, Marketing and Sales. Technologies include rubber and plastics for electronics (sensors) and modules, furniture, medical components, appliance pieces, and battery system components – part manufacture and resin. Also managed electronics accounts. Excel at mapping new business opportunities.

**Clients have included:** Automotive OEMs / Tiers: Ford, GM, FCA, VW, BMW, ZF, Kautex, Inalfa, Magna, Lear, ABC, Autoneum; Medical and Insurance Firms: Cardinal Health, Hillrom, Baxter, Medtronic, and sub-tier suppliers in multiple industries; Amazon Fulfillment Center suppliers, BASF, Military suppliers, Banking, Investment firms, and more.

## PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

**VAM Enterprises Inc.,** Rochester Hills, Michigan

**Oct 2019 - Present**

### Regional Sales & Marketing

Firm sells plastics (automotive, medical, aerospace, industrial) across the United States with focus on Midwest region. Parts and resin: PBT, PA6/66, PC/ABS, etc.

- Hybrid role, reporting to leadership, with focus on existing sales management, new business and pipeline development, and strategic planning / marketing initiatives for both engineered resins/materials (Nylons, PPS, etc) and plastic part manufacturing.
- Negotiated RFQs and extensions >\$1M. Recently quoted 12 new opportunities (>\$18M) with other programs in development.
- Created marketing/business plan for future revenue growth. SWOT/GAP analysis.
- Managed existing programs, multi-million. Incremental sales add of 10%.
- Partnered with customers from top-level to plant, to successfully secure development opportunities: medical, automotive, industrial.
- Familiar with automotive approval process (PPAP) and IATF/APQP requirements; understand medical / FDA requirements.

**Arkai, US & Israel**

**Nov 2017 - Oct 2019**

### Sales & Marketing Manager for Strategic / Key Accounts – Americas

Plastics firm operates in the US, Canada, Spain, Germany, Poland, China and Mexico. Managed \$70M business segment. Managed cross functional teams in US/Canada/Mexico. Customers: Inalfa, FCA, VW, BMW, Magna, GM. Parts made of TPU, PA, PP, etc. Single/Dual Shot

- Pipeline development including product roadmap for future, identifying prospect(s) ID, touchpoints, quotation, negotiation, close.
  - 2018: closed \$4M program; quoted >\$60M annual book; 2018: \$1.9M in past due accounts moved through to paid.
  - 2019: quoted 11 new programs in January-April: >\$90M. Added \$2M program despite financial constraints. Negotiated extensions >\$1.25M annually. Facilities full.
- Commercial lead: negotiations: annual contracts, volume increases, program extensions and cancellations, engineering changes, cost reductions, shipping, terms and conditions, and storage logistics. Led quote review process for key accounts.
- Supported cost estimation for injection mold equipment and tooling; and worked with plants to ensure high utilization rate on existing machines. TPUs, PP, Nylon, etc. Graining, Class A finish, flocking, foam-in-place gasketing.
- Led strategic plan development, and mapped/ranked competition, to identify strengths/weaknesses; developed opportunities with 3 new clients. Reopened business relationship, that created opportunities at four divisions of stale account, in one instance alone.
- Supported forecast of annual sales for business planning and drove collections for overdue accounts.
- Procurement Professional: sourced needed resins/materials. Reviewed/approved contracts, LTA agreements, T&Cs.

**ENA USA INC.** Farmington Hills, MI

**Apr 2015 - Nov 2017**

### Americas Marketing and Sales - Strategic Accounts

Reporting to the CTO and VP managed > \$85 million business segment, both new and existing key accounts in automotive, medical, furniture, industrial, after market. Negotiated all service renewal contracts. Rubber and plastic component / system manufacturer for braking, suspension and other systems. Worked with EPDM, NBR, HNBR, Nylons – PA6/PA66 etc. Major Customers: FCA, ZF, Magna, GM.

- Sales / Business Development / Marketing Manager with 2 direct reports. Interim Sales Director for 9+ months. Created strategic business plan and managed launch of new corporate website. Purchasing Advisor: sourced needed manufacturing materials
- Spearheaded activities for all proposals / RFQ's, and negotiated all terms, LTAs and pricing, and managed contract reviews.
  - Closed on \$1.82M in new business in 2016 (braking/caliper pins/steering dampers). >\$500k closed first quarter 2017. Quoted >\$30M by January to August 2017.

**WRITE SIDE OF BUSINESS, LLC**, Lake Orion, MI

**Jan 2005 - Apr 2015**

**Principal for Marketing / Business Development / Technical Consulting**

Provided marketing, business development and technical (engineering) services to start-up and Fortune 500 clients across the US in Automotive, Medical, Aerospace, Industrial, Banking, Investments. Some clients: Assurant, Beaumont Hospital, City of Detroit, MAC Michigan (bonds).

- Managed direct reports. P&L responsibility for my client projects: FCA, Zytron, Mercy Medical, H&W.
- WDIV Channel 4 Detroit – business profiled. Interviewed by SBAM, MetroParent and others.
- Led benchmarking studies ranking competitors, datamining, and identifying future trends for industry movement (ROI/Analytics).
- Proposal development secured opportunity to win superconductor DARPA full grant of >\$5M; developed venture capital proposal for Garmin software technology securing \$2.5M. Developed winning Amazon fulfillment site proposal.
  - Spearheaded and managed Internet Copy concept development projects for: Bonds/Investment Industry, Mining, Geographical Survey, Medical, Insurance, Automotive, Defense, Plastics, and Equipment. Examples: 3D Mapping technology for Schneider Corporation (LIDAR /Laser) <http://schneidercorp.com/services/geomatics/surveying/laser-scanning/>; Bond industry MAC Michigan <http://voiceofdetroit.net/wp-content/uploads/2012/04/PA4-and-McGee-Mac-Quarterly.pdf>; Small Business in Michigan SBAM (page 8) <https://www.sbam.org/Portals/0/docs/FocusJulAug12.pdf>
- Consulting at Intertek, Plymouth, MI, *Business Development Manager* (2013). Global test agency with 1000+ labs in 100+ countries. Industries included Medical, Food, Defense, Aerospace and Automotive. Managed plastics (TPU, PEEK, PP, Nylons, ABS, thin film) testing pipeline development, marketing, Secured global test programs > \$80k in 120 days. Familiar with ISO/MIL/FDA/DoD, Ford, Boeing, GM, FCA and other test specifications.

**GRADUATE SCHOOL – Walsh College, Troy, MI & PCR III HOMEOWNER ASSOCIATION PRESIDENT**

**May 1999 - Dec 2007**

Returned to graduate school; completed MS Finance degree; young widow; raised family. Subdivision President, with P&L responsibility.

**MOTOROLA INC.** Rochester Hills, MI

**May 1995 - Dec 1998**

**Sales Manager – sensors and integrated circuits (promotions; was Account Manager & Sr. Development Engineer)**

- Managed direct reports. Implemented strategic business plans for electronics, sensors, telematics and ICs in USA, Europe.
- Grew annual sales of \$22M to \$27M annual; closed additional \$500k in early 1999. Forecasted annual sales and revenue for key programs with FCA and tiers.
- Identified 5 new Motorola pipeline opportunities for advanced IC sensor technology using competitive analysis.

**GENERAL MOTORS CORPORATION**, Warren, MI

**Apr 1993 - May 1995**

**Senior Engineer, Applications Development**

- Managed multiple sensor programs from concept to SOP launch: knock, temperature, pressure. Starter motor development. And COE (center of expertise) for pressure sensors.
- Improved plant quality through studies, education, and design for manufacturability implementation.

---

***Education and Other Information***

**BSEE**, Bachelor of Science in Electrical Engineering, University of Michigan Ann Arbor, MI

**MSF**, Master of Science in Business Finance and Economics, Walsh College, Troy, MI.

**Software and Other:** Vendor portals – GM, FCA, ZF etc. MS Office Suite, Salesforce, RFQ Software, Lean Six Sigma, Sales Training, Adobe, Webex, Skype, Zoom, Teams, GoogleDocs, ISO and TS Automotive Standards – IATF, AQPQ, PPAP, and ISO Test Methods.