

MICHAEL ANDRULEWICH

25 Mohawk Lane, Manalapan, NJ 07726 | 908-839-3620 | Michael.Andrulewich@gmail.com | linkedin.com/in/michaelandrulewich

Product Strategist and Business Leader

Experience & Qualifications Snapshot

Seasoned Director of brand strategy, portfolio management, product development and innovation, program productivity and commercialization excellence. Proven leadership in global business strategy: optimizing opportunities and identifying whitespaces, defining business objectives supported by a robust product roadmap, aligning key stakeholders and steering cross-functional teams to exceed customer expectations, gaining market share and delivering beyond P&L goals.

Dynamic Team Leader who motivates and drives team members to capture outstanding results by defining vision, goals, and objectives, providing effective strategies, and developing individual strengths. Adept at harmonizing strong business acumen, influential communication skills and impactful creativity resulting in seven-figure sales growth at numerous major mass retailers and national distributors.

Innovative Influencer with a keen ability to analyze market and consumer trends, empowering marketing and sales, operations, program and project management, and supply chain with focus areas of growth. Proven success in leading cross-functional initiatives with impactful top line revenue growth and market share gains while establishing a position for continued expansion.

Key Areas of Expertise

Leadership ▪ Strategic Planning ▪ Business Development ▪ Marketing & Sales ▪ Manufacturing & Global Sourcing
Channel & Market Penetration ▪ Global Partnering ▪ Budget/Financial Management ▪ Performance Measurement
Training/Mentoring/Influencing ▪ Cross-Functional Initiatives ▪ Product Development & Innovation ▪ Consumer Insights

PROFESSIONAL EXPERIENCE AND CONTRIBUTIONS

NBG HOME

A division of one of the largest total home decor manufacturing companies and importers in the world. The wall decor division is an industry leader in decor trends, product innovation and licensing partnerships.

DIRECTOR PRODUCT STRATEGY, Austin, TX (Based Remotely) 2020 to Present

- Product category leader of new product development supported by a strategic three-year product roadmap for sales growth, margin improvement, market share growth, category disruption and innovation.
- Acted as Process Champion during reorganization, collaborating with other cross divisional leaders on the processes and timelines for new product development, and the key analytics to guide decision making of opportunity viability.
- Key liaison between Design, Sourcing and Sales partners in the definition and implementation of strategic plans.
- Mentor and coach responsible for restructuring and guiding a Product Strategy team through a significant shift in responsibilities and processes meanwhile continuing to deliver to sales goals.

PATTON PICTURE COMPANY

A division of NBG Home. Leading supplier of affordable wall decor including framed art, clocks and mirrors. A partner to major mass market retailers, acting as merchandising and product design consultant optimizing assortment performance.

GENERAL MANAGER / VP PRODUCT MANAGEMENT, Mechanicsburg, PA 2018 to 2020

- Business unit leader who identified and worked aside key stakeholders to implement new methods of product selling, true margin realization, assortment optimization, procurement and fulfillment performance.
- Assessed, identified and implemented a strategic plan for focused customer engagement based on ROI of the organization's resources to deliver sales growth surpassing prior year and budget.
- Implemented standardized sales and margin reporting supported by key insights and actionable plans which delivered 11% to 18% sales growth at key accounts with 80-200 bps of accretive margin.

- Analyzed and spearheaded a margin improvement initiative which delivered over \$1M of savings.
- Identified over \$1M of customer chargebacks and worked with teams on implementation of corrective actions.
- Coordinated a plan to grow ecommerce sales by steering the PD team with sales analytics, improved listing content and corrective actions towards poor reviews to deliver 3.4x of growth, \$2.2M vPY
- Constructed and led a cross disciplinary E&O team to reduce aging inventory by 21% / \$300k.
- Dissected the Patton income statement and built a 2020 budget in harmony with Sales and Operations leaders.

STANLEY BLACK & DECKER

The Black+Decker brand is a world-leading provider of consumer home products and power tools, with unique growth platforms within a highly matrixed team environment, delivering a track record of sustained profitable growth.

GROUP MANAGER, Towson, MD

2016 to 2018

- Product category leader of overall sales, profitability, commercial strategy and three-year product roadmap for the world's largest handheld vacuum brand. Collaborated with cross-functional teams, launching global products on time and strengthening competencies, driving category leadership and delivering YOY revenue and margin growth.
- Delivered influential upstream and downstream presentations to senior executives, cross-functional leaders, global partners, and key customers for product and commercialization success based on industry trends and market insights.
- Collaborated with Brand Strategists and EU Marketing counterparts to successfully launch globally relevant products supported by impactful launch materials, merchandising, TV and digital campaigns, training and commercial support.
- Performed internal assessments, competitive overview, and consumer insights to influence commercial teams in developing a plan to grow sales YOY, and directed Design on purposeful customer differentiation.
- Maintained constant and insightful alignment with Engineering and Design teams, providing clear program direction delivering projects on time with accretive sales and margin, and prioritizing key competencies for continued growth.
- Collaborated with Engineering and Manufacturing teams to improve product quality and enhance consumer value.
- Mentored a diverse team on portfolio productivity including margin improvement, gap analysis and assortment updates, product commercialization, life cycle planning, forecasting and inventory control to exceed corporate goals.
- Remained deeply focused on customers' needs in a competitive market by developing new products and programs that are price sensitive, market right and deliver industry innovation with impact.

NIELSEN BAINBRIDGE

A division of NBG Home. One of the largest consumer and professional photo and art framing suppliers with global reach via mass market retailers and national distributors.

MARKETING DIRECTOR, Austin, TX

2010 to 2016

- Responsible for the sales and EBITDA of over 3,000 photo/art framing SKUs across eight product categories from CPG to premium components. Served as the strategic leader of a team recognized by North American and international customers as the industry experts, with a proven track record of product innovation and brand leadership.
- Served as a global business leader responsible for planning the strategic direction of the company's premier product portfolio, management of key accounts, and as a team focused leader responsible for priority setting the go-to-market strategy with clarity to all stakeholders, assuring corporate goals are met with the most cost-effective sell through.
- Managed wholesale and retail pricing, product positioning and promotions across multiple sales channels.
- Defined positioning and voice of several brands, including the advertising, packaging and merchandising vehicles.
- Directed the development of new products, programs, technologies and manufacturing competencies aligned with customer needs, retailer goals and strategic competitive impact for immediate growth and channel expansion.
- Conducted consumer in-home research and utilized networking strength in market research and competitive intelligence; influencing NPD, and informing Sales on consumer value proposition and key market opportunities.

- Employed strong management skills to reduce marketing budget spend \$1M by establishing ongoing ROI tracking, streamlined and targeted product launches, internalizing marketing services, and overhauling tradeshow activities.
- Implemented value improvement objectives; realizing over \$500K of product cost savings.
- Established international vendors via factory audit, cost benchmarking, terms, specifications, QA and QC procedures.

MILDER OFFICE

A furniture design, production and workspace consultancy focused on user-centered customization and CNC manufacturing.

MANAGING DIRECTOR, Brooklyn, NY

2002 to 2010

- Oversaw overall business operations, project management, floorplanning, system design language and engineering, delivery and installation trades, and vendor relationships.
- Led change management to standardize operational procedures at all facets of the company including Sales, Design, Manufacturing, installation, distribution and Accounting.
- Broadened sales market by leading channel development of educational furniture growing sales by 30%.
- Led channel development by networking with specifiers, including Architects and Designers, and trade advertising.
- Entered retail catalog distribution by reengineering and commercializing RTA variations of best selling products.
- Improved net margins 25% by establishing consistent project management and accounting procedures.
- Reengineered system specifications and construction methods to reduce material and labor costs by 15%.
- Connected digital design with manufacturing, improving accuracy, shortening lead times and increasing capacity.
- Established and negotiated standardized costing methodology with primary vendors, reducing quoting turnaround.

EDUCATION

BACHELOR OF SCIENCE, INDUSTRIAL DESIGN, 2001, University of the Arts, Philadelphia PA

- GPA 3.85, IDSA Member

ADDITIONAL INFORMATION

Patent holder for innovative design and assembly method of professional art framing - US20120260548 A1