

# KEVIN MACKINNON

CANFIELD, OHIO

## VP - STRATEGY / BUSINESS DEVELOPMENT

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**Sales / Marketing / Growth Strategies / Startups / Turnarounds / Strategic Planning / Mentor / B2B / ROI / Export / P&L  
Consultative Sales / Channel Partners / Program Development / Technical Sales / Presentations / Forecasts / CRM  
Product Development & Launch / Project Management / Negotiations / Budgets / Sustainability / Energy Efficiency**

Blends an entrepreneurial attitude, strong deal making skills and a sense for high potential opportunities, thereby creating solutions to address customer and market needs, increasing sales, broadening the client base and expanding market share for diverse employers and clients. Implements aggressive business development programs and develops top-performing sales teams that exceed expectations, creating new revenue opportunities and producing sharp year-over-year sales growth.

Builds and grows organizations by developing strong client/partner relationships, creating compelling business cases, cultivating new products and maximizing competitive advantage. Whether adapting companies to rapidly changing market conditions, turning around an underperforming territory or making a profitable one even better, contributes immediately by:

- ☐ **Meeting aggressive sales goals while fostering long-term client relationships**
- ☐ **Defining and implementing winning strategies to drive growth and profitability**
- ☐ **Understanding markets, customers and competition and responding accordingly**
- ☐ **Aligning products and solutions with customer expectations to deliver value**
- ☐ **Incorporating energy efficiency and sustainability goals into strategy and all operations**

**B.A.**, Economics and Political Science, University of Toronto, Ontario, Canada (Honors). Hard-working, dedicated people person who achieves buy-in from disparate groups, creating common vision and consensus. Connects capability, potential and realistic execution of strategy.

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### History and Highlights

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**Principal**, AFJ Consultants, LLC, 2019 to Present, Canfield, Ohio.

Assist in strategic development and new/improved product introductions to the built environment. Collaborate with partners to provide access to new/varied markets. Develop alternative go-to-market possibilities. Interact with companies regarding energy efficiency initiatives (construction materials; transportation). Follow 'Constructech' trends. Major assignments:

- **Marketing/product development with building materials companies.** Advise two mid-size manufacturers on new product launches into commercial market. Pursuing commercial potential for proprietary sustainable energy technology.
- **Partner with venture firm to identify innovative energy efficient products/practices that complement Building Energy Management Systems.** Target clients eligible for research grants/credits with government/laboratory entities.
- **Organize/facilitate stakeholder conferences re building materials, practices, trends and innovation.** Past conferences featured High Performance Bldgs./Smart Cities, New Construction and Design 'Eco-Systems', Gov't/Labs priorities, Modularization, Technology; Advanced Materials; Global Supply Chains; Sustainability; Biophilic Design, among others.
- **Market development for energy efficient proprietary product line for transportation sector:** Opening up new US market segments for fuel additive/engine treatment for gas and diesel vehicles and equipment. Can lead to GHG credits.
- **Acting as a resource for insulation-oriented opportunities** (residential, commercial, industrial); testing stage with a proprietary product that can impact architectural and HVAC markets. Leading networking efforts.

**Senior Vice President, Sales and Marketing**, Sto Corp., 2015 to 2019,  
Atlanta, Georgia. *Americas division of a respected German global architectural products company.*

Strategy; Planning; Organization. P&L responsibility. Change leader. Empowered technical and creative talents of staff so they/company could thrive. Interfaced with major accounts. Led product development/innovation: Sr. manager on Innovation Committee; interacted with outside venture firm and government agencies. Nurtured and burnished Sto brand.

- **Orchestrated organizational changes, boosted culture/brand while driving positive sales/profitability trajectory.** Reset technology, capacity, market challenges/roles; clearly articulated field goals and objectives; motivated personnel and brought in strong talent; engaged major accounts; redefined competitive landscape; authored new IP/trademarks and strategic planning process; introduced commercial aspects to modularization/panel program; listened to customers.

### **President, Infrastructure Solutions.**

Propex Operating Company, 2014 to 2015, Chattanooga, Tennessee.

Hired to guide the largest of three divisions in a private equity owned mature matrix organization. Overhauled strategic plan. Rehabilitated marketing, sales and technical departments and re-aligned them with other departments (finance, production). Imposed organizational and financial discipline within the division. Supported the other two divisions.

- **Identified major threat due to favorable trade terms afforded to imports. Pursued actions to reverse trend and claw back share.** Assessed competitive advantages regarding technology, logistics, engineering. Reset market expectations. Strategic hires and strong outside resources assisted in brand revival. Key accounts/channel partners were retained.

**VP, Business Development.** Industrial Insulation Group, LLC, 2005 to 2013, New York, NY  
*Consolidated manufacturer of industrial and commercial insulation products.*

Recruited to turn around sales, marketing and technology in concert with production priorities for consolidated business. Held full P&L accountability. Authored several trademarks and co-authored two new product patents. Oversaw export development. Achieved dramatic results quickly.

- **Revived plant operation and sales, dramatically increasing revenues and profitability.** Three mature product lines all aimed at same applications in same markets. Articulated specific design differences that would best serve each customer. Compelling, data supported, technically oriented program. Specific, customer centric.
- **Drove critical acquisition that complemented existing production capabilities and provided significant competitive advantage.** Allowed for re-alignment of product portfolio resulting in broader offering with more efficient production and greater profitability. Immediate positive impact.
- **The company's expertise regarding design and use of commercial and industrial insulations allowed it to be a major resource for A&E and EPC firms as well as all power and process industrial users and contractors.** Stakeholders were confident of using the 'right product for the application' - for personnel, process and planet.

### **VP, Business Development - North America**

Manson Insulation Corp., 2004 to 2005, Malvern, Pennsylvania

Recruited to refresh US company. Major change in competitive landscape required objective appraisal of company's position in marketplace. Resulted in a dramatic shift in strategy that yielded a positive outcome for the company. Directed Market Assessment and Strategy. Served as Face of the Company/Brand. Held P&L responsibility.

- **Laid groundwork for re-launch of key Manson brands.** Defined targets and negotiated commercial arrangements. Hired top spec. reps. Realigned product specs and go-to-market strategy. Created contingency to perpetuate brand value.

### **Business Development Manager - US/Mexico**

Roxul Inc. (sub of Rockwool Int'l A/S), 1994 to 2004, Mendham, NJ. *Major international 'rock wool' insulation company.*

Recruited to establish major international organization as market leader in US and Mexico. Assembled effective sales and technical staff and network that became affiliated with prominent A&E, EPC, trade and other industry organizations. Represented company/brand at national levels. Held P&L accountability. Company is now major leader in North America.

- **Penetrated US/Mexico markets and established permanent positive profile that company still builds on.** Led technical department. Gained high profile through national trade groups, etc. Hired top spec. reps. Priced at market levels with superior product characteristics, better packaging and more informed tech support.

**Earlier: Business Development Manager,** Niagara Conservation Corp., Flanders, New Jersey; **Vice President, Business Development,** Plastic and Allied Insulation and Building Products, Hamilton, Ontario, Canada; **National Marketing and Sales Manager,** Manson Insulation Inc., Toronto, Ontario, Canada.

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### **Professional & Personal**

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#### **Professional Development:**

- University of Western Ontario – *Ivey Leadership Program, Richard Ivey School of Business*
- Development Dimensions International – *Interaction Management Program, Instructor's Course*
- Member of *National Insulation Assoc., North American Insulation Manufacturers' Assoc., Thermal Insulation Assoc. of Canada, several other regional and trade associations.*

**Intellectual Property:** Author of two patents and multiple trademarks.