

MARK A. HOYLE

WINCHESTER, VIRGINIA

**VICE PRESIDENT MARKETING ♦ VICE PRESIDENT PRODUCT
MANAGEMENT ♦ VICE PRESIDENT PROGRAM DEVELOPMENT**

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**Product Development / Strategic Planning / P&L Management / Global Team Leadership /
Platform and Program Development / eCommerce / Direct Sales / Community Leadership
/ B2B & B2C / New Products / Branding / Web Development / Project Management**

Highly innovative, energetic leader with a proven track record of breakthrough product development and successful leadership of large multi-functional, multi-national B2B and B2C teams. A balanced combination of left-brain analytical and right-brain creative are assets that offer a unique approach and successful outcomes. Work-life balance and giving back to the community are core values that are instrumental to long-term success.

An energetic public speaker with well-developed closing skills, superior leadership, and a motivator who can quickly contribute by:

- ❑ Planning and implementing strategic growth initiatives
- ❑ Developing effective go-to-market strategies for new products and services
- ❑ Building relationships with major accounts to increase the new business pipeline
- ❑ Recruiting, training, and leading top-performing marketing teams
- ❑ Lead innovation in both product development and commercialization activities

WORK HISTORY & SELECT ACCOMPLISHMENTS

DIRECTOR OF MARKETING- HOME CENTER CHANNEL

American Woodmark Corporation, Winchester, VA

March 5, 2020-

One of Top 3 Kitchen Cabinet Companies in the US

KEY RESPONSIBILITIES: Recruited to lead the home center channel, which has the largest team and greatest sales within the \$2.1B company. Responsible for leading a team of 11 that handles all aspects of both physical and digital marketing for the 13 brands sold into Lowe's and Home Depot.

KEY ACCOMPLISHMENTS: Led audience segmentation, visual ID update, and shift to a digital first approach with our branded products; Successfully led team through pandemic working remotely with 100% retention; Delivered 25%+ growth over 3 years to over \$1.0B in annual sales; Grew online sales to \$100M+; Manage annual \$17M+ marketing budget. Additional achievements included:

- **A. Innovated pricing in special order category.** Developed and launched pricing program focused on reducing decision fatigue in the special order cabinet business at Home Depot. Program based on extensive qualitative and quantitative consumer research and supported by extensive university studies on decision fatigue. Launched summer 2023 with 8% YOY growth.
- **B. Digital-first approach.** Drove cultural shift from a print and showroom-centric physical marketing approach to an industry-leading digital focus. Utilized printed materials as a tool sending traffic to websites, enabled a 25% decrease in print spend saving \$250,000 annually. Initiated comprehensive social media program focused on inspiration and brand building.
- **C. Leadership through change.** During time at American Woodmark, the company experienced extensive changes, both internal and external, with 2 CEO's and 3 CMO's in 3 years, all while the company worked 100% remote for the first time in its history due to the pandemic. Through this change, I onboarded and effectively gained the trust of the home center team, which had been completely reorganized 2 months before I started. The positives results: 100% retention, 2 team members promoted to director level, and 34 team members promoted in position, 1 placed on performance improvement plan which was successfully completed with positive results.

VICE PRESIDENT MARKETING & ENGINEERING

Melnor, Winchester, VA

Jun 6, 2016-Aug 6, 2019

Taiwanese-owned watering products manufacturer and marketer

KEY RESPONSIBILITIES: Charged with re-energizing company's growth; responsible for research programs, marketing plan creation, product road map development, product design and engineering, and all aspects of commercialization.

KEY ACCOMPLISHMENTS: Delivered sales growth of \$16M over three years; reorganized marketing and engineering groups to unified product development team; put focus on team training; took company from launching five off-the-shelf products per year to 30 products launches in 2019; initiated consumer use research programs; populated Product Road Map with five year plan. Additional achievements included:

- **Grew Leadership in eCommerce.** Analyzed lawn and garden market competition and identified eCommerce, specifically with Amazon, as an area where Melnor could rapidly scale sales and become a channel leader. Developed full business plan and gained approval to spend up to 10% of sales to grow Melnor's sales to a targeted \$3.0M. Adjusted pricing to market, aggressively promoted core products. Amazon business grew from \$600k in 2016 to \$6.5M in 2018 while spending only 9% or \$234K to deliver the results. Amazon is now a top three customer for Melnor and is also the most profitable sales channel for the company.
- **Established Marketing as Key to Company Sales.** There was no consumer research, product road maps, nor marketing plans to guide the business. Re-defined the product manager role, hired a marketing professional and restructured packaging to be marketing communications. Developed Melnor's first Integrated Marketing Plan (IMP) to guide the business over the next 18 months. Buyers now identify Melnor as a thought leader in the market. IMP significantly contributed to \$16M growth during my tenure at the company.
- **Developed #1 Nozzle In US.** Was told by everyone at Melnor that hose end nozzles could not be innovated - every idea had been tried. Created a success based on data by identifying the demographic of the people using nozzles. Found Baby Boomers were the most frequent gardeners with Millennials a close second. Initiated a round of ethnographic research to understand how these consumers select their nozzles. Learned that both group rank comfort and ease of use as #1 by far. Worked with Arthritis Foundation to develop a new line of nozzles that were more comfortable and easier to use. The brand *RelaxGrip* was born from these findings. This line of nozzles and wands, launched in 2018, is now the #1 selling line of nozzles in the US. The ID of the nozzles, developed by Priority Designs, is a blend of traditional and modern so that they are attractive to both Boomers and Millennials. Nozzles have been tested by the Arthritis Foundation and have received their prestigious *Ease of Use Certification*, the only nozzles on the market to ever receive this award.

PRESIDENT/FOUNDER

Cedar Creek Cleaning Products, LLC, Winchester, VA

Aug 2014-Jun 2016

Online business that sells professional-grade cleaning products

KEY RESPONSIBILITIES: Founded business with experienced online retailer as partner; design, engineering and testing of all products sold by Cedar Creek.

KEY ACCOMPLISHMENTS: Designed each product in 40+ item portfolio and oversaw all phases of engineering and sourcing; gained utility patent for design of *Fluid Bucketless Mopping System*; created all marketing materials for business from positioning to messaging and website development.

RUBBERMAID COMMERCIAL PRODUCTS
WINCHESTER, VA
JUN 2003-JUN 2014

Market Leader in Products for Commercial Facilities Cleaning and Maintenance

DIRECTOR OF MARKETING - LATIN AMERICA, Aug 2011-Jun 2014

KEY RESPONSIBILITIES: Established marketing as a function within the region; remotely managed four direct report product managers (two in Mexico, two in Brazil) and seven indirect report channel managers (one each in Mexico, Colombia, Puerto Rico, Brazil, Chile, Costa Rica).

KEY ACCOMPLISHMENTS: Managed from Virginia through daily calls and bi-weekly travel to the region, all while learning Spanish and Portuguese; conducted consumer research to guide regionally adapted products; established pricing across all areas of the region, directed all A&P activities, development and implementation of annual Integrated Marketing Plan (IMP) and budget.

- **Grew Latin America Market by Millions.** Rubbermaid's leadership identified Brazil as a growth region and charged my team with developing a portfolio of products that would successfully drive growth from the \$3M base. Marketing team initiated consumer and customer research using quantitative and qualitative methodology across the different regions of Brazil to understand user needs. Developed product and conducted user validation concepts based on research. Grew sales in Brazil from \$3M to \$18M in two years, quickly establishing Rubbermaid as a solid number three in the market, with a trajectory of gaining number one position within three to five years. Exported Brazilian made products to other South American countries which helped grow overall Latin American business from \$20M to \$60M in three years.

GLOBAL BUSINESS TEAM LEADER/ DIRECTOR, CLEANING SOLUTIONS, Mar 2007-Feb 2011

KEY RESPONSIBILITIES: Seven direct and 20 indirect reports spread across five continents; delivered annual top and bottom line numbers to budget; full P&L responsibility for \$175M+ global business; creation and implementation of rolling 18-month Integrated Marketing Plan (IMP); monthly reporting to organization leadership, bi-annual reporting to group president.

KEY ACCOMPLISHMENTS: Maintained rolling three-year balanced product road map with target to attain number one market position within each core category; grew team members for advancement; led B2B commercialization of new product launches; developed and maintained relationships with key distributor owners and retail buyers alongside sales organization. Additional achievements included:

- **Turned cleaning from Task to Science Driving \$23.6M Growth.** In early to mid-2000's, hospitals were scrambling to improve cleaning practices after insurance companies stopped paying for patients' care who contracted HAI's (Healthcare Associated Illnesses). Microfiber was highlighted as a key tool for use in improving cleaning and reducing HAI's by the EPA. We developed a new line of microfiber for health care. Launched a complete system with everything needed to clean all areas of the hospital, and provided in-depth training, on how to properly clean the hospital. Grew microfiber sales from \$6.4M in 2006 to \$30M in 2011 through launch of *the HYGEN Microfiber Cleaning System*. The system received certification from AORN (Association of Perioperative Nurses), and was recognized by AHE as best in class. The training and support materials are what truly differentiated this system and led to its adoption by over 1,000 of the 6,000+ hospitals in the US.

SENIOR PRODUCT MANAGER, Jun 2003-Mar 2007

KEY RESPONSIBILITIES: Cradle to grave ownership of all products within assigned product categories; product pricing and positioning; product placement and differentiation.

KEY ACCOMPLISHMENTS: Developed/launched series of microsites and online training modules that became standard for all subsequent Rubbermaid launches. Additional achievements included:

- **HOW TO SUCCEED WITH A PROJECT NO ONE ELSE WILL TOUCH.** Rubbermaid classic yellow "Brute" Mop Bucket was losing margin as price kept lowering to maintain share from aggressive Chinese competition. Product represented \$40M in sales and was considered a core item for the business. Saw this as a challenge, asked for Mop Buckets category so that I could start a project to beat the Chinese competition. Researched options and developed a new mop bucket that had a 20% lower manufactured cost, stacked when stored (and during manufacturing) wrings with 18% less effort, separated dirty from clean water reduced splashing by 40% with patented wave stopping baffles. Trademarked product as the *WaveBrake™ Mopping System*. Launched in 2005, by 2007 sales grew from \$40M to \$60M.

PRODUCT MARKETING MANAGER

Zep Manufacturing, Atlanta, GA

Mar 1997-Apr 2003

Cleaning chemical manufacturer

KEY RESPONSIBILITIES: Developed, launched and managed line of cleaning chemicals for The Home Depot.

KEY ACCOMPLISHMENTS: Gained in-depth product knowledge of chemicals, uses and negative interactions; provided product training for 80-person direct sales force; lead trainer at Home Depot employee annual regional events; developed, launched and grew a new line of 200 commercial cleaning products from \$0 to \$100M in three years, meeting all internal and external company objectives.

TECHNOLOGY PROFICIENCIES

Proficient in all Microsoft Office Suite applications for Windows and Mac (Excel, Word, PowerPoint, Project and Access), Adobe Photoshop. Experience using Adobe InDesign, Filemaker Pro. Very comfortable and quick learner with all types of technology.

EDUCATION & PATENTS

Bachelor of Science, (BS), Cum Laude, Landscape Design, North Carolina State University, Raleigh, NC

Utility Patents Granted:

1. Mop bucket system with wave reduction capability United States US7571831 B2 - Issued Aug 2009
2. Mop bucket system with wave reduction capability Canada CA2580511 C - Issued Dec 2013
3. Mop bucket system with wave reduction capability Europe EP1799092 B1 - Issued Feb 2013
4. Handle apparatus and cleaning device United States US9,795,268 B2 - Issued Oct 2017
5. One Piece Mop Bucket and Wringer United States US8082620 B2 - Issued Dec 2011
6. Mop handle grip and thumb trigger mechanism United States US 20110064513 A1

Design Patents Granted:

1. Mop pad United States USD636136 S1 - Issued Apr 2011
2. Towel United States D597,779 S1 - Issued Sep 2008

PROFESSIONAL AWARDS & SPECIAL RECOGNITIONS

- Selected as one of the 100 Key Managers, out of a total of 10,000 employees, who meet quarterly to chart American Woodmark's 5 year rolling strategic plan
- Recognized as leader in the Mountain Biking industry: Selected at 2022 IMBA Trail Champion for leading planning, fundraising, and development of mountain bike trail system at Cacapon State Park.
https://www.youtube.com/watch?v=UndgYdLSvk&list=PLOFVF_xB6wqs18ukJCWW9y76wo323cC_X&index=4&t=89s
- Creative direction has yielded multiple patents being granted and pending for innovative products recognized as best in the industry
- Elevated direct report to win *Marketing Manager of the Year* in 2010
- *Newell Rubbermaid Marketing Manager of the Year: 2005, 2007, 2009*

LEADERSHIP IN THE COMMUNITY

- Cacapon Mountain Bike Trail Planning & Development. Raised over \$4,200,000 for trail design and building in the park. Developed introductory video highlighting the potential of Cacapon State Park as a mountain biking destination that laid the groundwork for all future grant applications. <https://www.youtube.com/watch?v=9pyp2gRzOIU>
- NICA High School League Teams - Work with NICA to bring mountain bike programs to area schools through trail planning and development and creation of the area's first high school league mountain bike race course. Article from local paper Winchester Star at bottom of page.
- Enlisted Appalachian Conservation Corp (ACC) to build signature trail *Thunderstruck* https://www.youtube.com/watch?v=OixNm7nuEbo&list=PLOFVF_xB6wqs18ukJCWW9y76wo323cC_X&index=6 paid with three RTP grants awarded to Cacapon Foundation with application authored by me worth over \$600,000. https://www.youtube.com/watch?v=BvklH5ZOwuE&list=PLOFVF_xB6wqs18ukJCWW9y76wo323cC_X&index=5
- Cacapon Resort State Park Foundation board member - Foundation is the nonprofit friends group that works with Cacapon State Park on projects paid for through grants or donations. After working with the foundation as an at large member for two years, nominated and voted onto the board in 2019.
- WATTS- Winchester Area Temporary Thermal Shelter Volunteer - Volunteer to work overnights at the homeless shelter established in Winchester during the winter months. Organization rotates among 14 different churches.
- Lutheran Youth Camp Volunteer - Served as chaperone, group assistant and group leader at Lutheran youth winter camps held at Eagle Eyrie retreat center for youth group from Bethel Lutheran Church.
- Volunteer Mountain Bike Trail Builder - Volunteered with both SORBA in the Atlanta, Ga area and SVBC in Virginia to help build and maintain mountain bike trails. Personally volunteered over 200 hours between the two organizations. Learned skills being applied in trail development at Cacapon now.

New mountain bike trail ready to Rock & Roll

Sep 28, 2021 0



1 of 2

ABOVE: Calvin Pool, 16, of Winchester, races his way to a third-place finish in his age group during the first-ever National Interscholastic Cycling Association (NICA) mountain bike race Sunday in Cacapon State Park just south of Berkeley Springs, West Virginia. Calvin, who attends Eukarya Christian Academy in Stephens City, is a member of the Eastern Panhandle Velociraptors, a composite team based in West Virginia that also includes Winchester area students. LEFT: James Wood Middle School seventh-grader Kyler Roach, 12, was among the approximately 200 mountain bike racers who competed on the new 2.2-mile trail specifically built for them to race on in the park. Kyler, who is in his first year of racing, finished 15th out of 34 racers in his age division. For more information, visit the Cacapon Resort State