

Summary

- **Experienced management and engineering professional (1989 to present).**
 - Business consultant: 18 years focused on business strategy, marketing strategy and management productivity (self-employed).
 - Environmental consultant: 10 years serving commercial and government clients (with TRC Companies, Weston Solutions, and ERG).
- **Client-friendly team player with high standards and low ego.**
 - Flexible and adaptable. Ready to take different technical and communication approaches for each project, to match client needs.
 - Skilled at both quantitative work (engineering/business analyses) and qualitative work (written, visual, and oral communication).
 - Committed to the win-win-win: for client, consultant and public.

Relevant Experience

Management Consultant and Coach (1996 to present). Improved profitability and peace-of-mind for privately held businesses via sound business strategy. Guided entrepreneurs through the sale of their businesses, gaining \$1+ million improvements over earlier offers. Refined marketing strategies for dozens of clients, resulting in multi-fold revenue increases (e.g., \$1.25 million to \$5.5 million in less than three years for one small business). Coached numerous business owners and entrepreneurs with an emphasis on personal values, social impact and meaningful productivity. Coached professionals and business owners with adult ADHD for focus, productivity and balance.

Technical Marketing Writer (1996 to present). Wrote case studies for medical software developers: interviewed doctors, scientists and engineers then translated their words into marketing stories. Wrote articles, marketing materials and educational materials for technical and general audiences. Produced web strategies and content for businesses in IT, education and science.

Environmental Engineer (1989 to 1999). Provided environmental compliance services for industry, real estate and government clients: environmental assessments for manufacturing and military facilities; air and water permitting for paper, automotive and chemical manufacturing. Regulatory development for US Environmental Protection Agency, focused on air quality.

Education

MBA, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill, 1998. Capstone project: *What Next? A Marketing Primer*.

ScB, Mechanical Engineering, Brown University, 1989.

Work History

Marsosudiro & Company Principal (1996 to present). Consult on strategy and marketing for small- and medium-sized businesses (up to \$25 million revenue). Advise entrepreneurs and executives with a triple bottom line of "do good, have fun, make money". Integrate ADHD and executive coaching for workplace productivity.

Collected Insight / PhDs.org, Marketing Director (2005 to 2011). Grew higher-education advertising at PhDs.org from <\$100k to ~\$300k per year, launched new jobs-listing service for employers hiring PhDs, and increased site value by more than 100%. Led the sale of PhDs.org in 2011.

Eastern Research Group, Environmental Engineer (1997 to 1999). Supported regulatory development and research projects for US EPA. Developed marketing plan for ERG's measurements division.

Weston Solutions, Project Manager, Environmental Engineer (1994 to 1996). Conducted compliance, permitting and remediation projects for major manufacturers (e.g., Champion Paper and Union Carbide),

TRC Companies, Project Manager, Environmental Engineer (1989 to 1994). Conducted compliance and permitting projects for manufacturing (e.g., General Motors, Allied Signal). Performed environmental analyses and authored numerous technical support documents for US EPA.

Selected Publications

Marsosudiro, P., *How to Say "No!" at Work: 250+ Fun and Useful Phrases to Defend Yourself from Your Co-workers*. 2017.

Marsosudiro, P., "From Deadliest Catch to Sustainable Catch," *Virginia Marine Resource Bulletin* 40:1, Winter 2008.

Marsosudiro, P., "The Use and Misuse of Total Quality Management: Discerning the Difference", *Proceedings of the Air & Waste Management Association*, 1993.