



Fred Kinch

18 Jennie Richards Road

Westford, MA 01886

Tel: 978-392-8934

Fax: 978-692-4227

kinch.associates@verizon.net

Summary of Qualifications

A seasoned executive, with 30-years experience in general, marketing and sales management, strategic planning, acquisitions, strategic marketing, and new product development. Knowledge gained from start-up/early-stage to Fortune 500 companies, spanning multiple industries, including telecommunications, process monitoring, optics, materials, electronics and defense. A people-oriented individual with a forthright communications style who works well with all organizational levels. Expert in marketing strategies for new products--identifying new product opportunities for current markets and defining new markets for existing products and technologies.

Overall Skills and Accomplishments

General Management

- *Executive Director, Textron Systems:* Established and managed the Business Development Center, a multi-division organization to commercialize core defense technologies; led the team that developed the first non-defense state-of-the-art product within 12 months.
- *General Manager, Varo:* Produced record revenues, profits and ROI (24%) for one Division. Turned around another Division's financial performance; generated \$1.4 million in positive cash flow after several years of cash drain.
- *President and COO, R. F. Monolithics:* Tripled revenues to \$4 million. Reduced cash burn rate by \$2 million per year.
- *Executive Vice President and COO, Datotek:* Achieved revenues of \$8 million and profits of \$1.2 million, highest in the company's history.

Strategic Planning and Business Development

- Initiated a company-wide strategic planning process for an old-line defense contractor. Led teams that developed comprehensive business plans for organizational units and for existing and new product lines.
- Modified strategic plan to emphasize unique manufacturing process capabilities; successfully moved division into optical subsystems in addition to components. As a result, identified 12 new product opportunities and won contracts for 7 of them.
- Established strategic relationships; identified and evaluated acquisition candidates; negotiated terms of purchase, and integrated an acquisition; this acquired company contributed 40% of the following year's revenues and 50% of the profits.

Marketing

- **Strategic Marketing:** Defined and implemented improved business development processes. Created and executed product marketing and business development strategies for multiple high-technology products. Researched new markets for different companies' products and technologies; analyzed market trends, impact of new technology, and competition. For example, defined, coordinated the development of, and launched new products that, after 4 years, accounted for 90% of one company's revenues. For another company, expanded business base with new product programs representing \$40 million in revenues, a 60% increase over previous level.

- **Marketing Management:** Product line manager with profit and loss responsibility. Director of product line managers, each with individual product responsibility. In a start-up company, built department from a 5-person “sales only” nucleus to a fully-functional sales, marketing and customer service organization of 20 individuals.
- **Channels Marketing:** Established worldwide representative and dealer network, consisting of more than 40 organizations, starting from zero. Upgraded and managed representative and distributor networks at multiple companies. Expanded OEM and systems integrator/VAR distribution channels; for example, led a team that grew sales to the OEM channel by 200%.

Marketing Communications

- Established all the Marketing Communications processes for one company.
- Managed all advertising, promotion, literature development, show exhibition and public relations for several high technology companies. Planned the annual MarCom activities; coordinated the advertising agency’s efforts; and monitored MarCom execution for creative content, impact on targeted market/customers, and conformance to plan and budget.

Sales Management

- Defined improvements to sales processes; led their implementation; and trained executive management, sales, marketing, program management, and customer support personnel.
- Led sales teams that consistently exceeded bookings plan; increased bookings by 62% over prior year in one company, and by 300% over 3 years in another.
- Skilled in establishing, organizing, improving, motivating, and managing internal and external sales resources; knowledgeable in all aspects of sales management, including sales planning, incentive compensation, and account management.
- Direct sales experience; identified, negotiated, and closed multi-million dollar contracts with governmental and commercial organizations in more than 40 countries worldwide. Significant international sales knowledge.

Employment History

- Textron Systems Corporation Executive Director, Bus. Dev. 1996 to 2002
(\$500 million subsidiary of Textron, Inc.)
- Technical Communications Corp Director of Sales 1994 to 1995
(\$10 million company in communications and computer security)
- Varo Incorporated Director of Marketing; Gen. Mgr. 1985 to 1994
(\$100 million defense contractor)
- RF Monolithic, Inc. President/COO 1982 to 1984
(An early stage company producing components for consumer electronics)
- Datotek Incorporated Co-founder, VP Sales/Mktg., EVP 1969 to 1982
(Start-up telecommunications firm specializing in information security)
- Texas Instruments Supervisor Financial Planning 1965 to 1969
(Semiconductor and electronics manufacturer)

Education

- MBA Harvard Business School
- MS Physics Texas Christian University
- BS Physics Massachusetts Institute of Technology