

TERRY A. ABBOTT

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SUMMARY OF QUALIFICATIONS

Dedicated professional focused on building a solid foundation towards a career within the sales and marketing business of agriculture.

Demonstrate broad based strengths in:

Sales & Marketing	Strategic Planning	Budget Projections
Product Knowledge	Customer Needs Analysis	Team Collaboration
Customer Relationships	Forecasting/Allocation	Supplier Relations

- Strong relationship building and communication skills with all levels of staff and management
- Ability to navigate through and make tough decisions, utilizing multiple sources of information regarding each situation
- Able to motivate, teach and inspire individuals, keying in on their strengths, focusing in on what drives them
- Capable of securing alignment among individuals with strong personalities as well as gaining commitments
- Proven ability to enhance business growth using resourcefulness and creativity in a competitive market
- Proven organizational and supervisory skills
- Mentored individuals, have continued the relationships, providing additional guidance
- Known for self-motivation and multi-tasking talents

EDUCATION

Bachelor of Science Degree in Agriculture **12/94**
University of Arizona, Tucson, AZ

Six Sigma Blackbelt - Project Management Certification **03/13**
DuPont Crop Protection, Denver, CO

WORK EXPERIENCE

Sr. Product Portfolio Manager **06/23 – Present**
Adjuvants Unlimited, Denver, CO

- Collaborate with internal sales team in search of new product opportunities, creating strong working relationships
- Identify new market opportunities in which to capture additional market share in the adjuvant/inert space
- Orchestrate all phases of new product launches, ensuring well executed, timely product introductions.
- Responsible for the development and implementation of marketing activities of adjuvant/inert products
 - Utilizing the 4 P's of marketing - Product, Price, Place, and Promotion
- Create strategic marketing plans that align with the overall business objectives of the company
- Review COGS with our supply chain, making continued improvements, providing more accurate pricing.
- Work with internal sales team in the development and creation of marketing assets to be used externally
- Collaborate with RnD team, aligning customers' needs with the strategic direction of the company
- Directly work with Field Development team, aligning company's priorities with customers' needs
- Responsible for managing and overseeing the strategic direction of the company's Regulatory team

Portfolio Manager

05/15 – 06/23

Wilbur-Ellis Company LLC, Denver, CO

- Manage complete portfolio of proprietary adjuvant brands, both legacy and new products
- Identify new market opportunities in which to capture additional market share value in the adjuvant space
- Collaborate directly with suppliers in search of new product opportunities, creating strong working relationships
- Direct all phases of new product launches to assure timely, well executed, profitable product introductions.
- Development of strategic direction of portfolio, both annual and long-term plans for assigned products
 - Key strategic initiatives include: Profitability, Forecast accuracy and Product mix
- Develop marketing plans that effectively contributed to the company's business and marketing objectives
- Responsible for the development and implementation of marketing activities of proprietary adjuvant products
 - Utilizing the 4 P's of marketing - Product, Price, Place, and Promotion
- Review COGS bi-monthly, working with suppliers and supply chain to review and update pricing as necessary.
- Work with internal marketing team in the development and implementation of tactical marketing activities
- Overall development of plans/programs for each individual product and/or brand within the adjuvant portfolio

Segment Marketing Manager

09/14 – 05/15

E. I. DuPont de Nemours and Company, DuPont Crop Protection, Denver, CO

- Responsible for providing input and gaining alignment in the overall strategic planning process using local market knowledge of key grower enterprise and retail segments
- Provided the basis of understanding to the overall changes within specific crop markets, customers, competition, and technologies that would have a direct effect on the business
 - Utilized customer interactions, market intelligence and sales team input to build plans to address
- Provided input to aid in the development of specific targeting and pricing of products which ensure the value attributes are clearly defined to the value chain
- Worked in conjunction with area sales manager to integrate BU marketing strategies into overall segment strategies
 - Created specific plans and tactics in relation to grower enterprise, retail customers and channel partners
- Development of promotional programs and materials to provide sales teams the tools needed for success
- Provided the necessary leadership in collaborating with other entities within DuPont to bring cohesiveness to the overall segments which helped in the alignment of the overall North America strategy
- Ability to collaborate with other businesses within DuPont's Ag and Nutrition platform and help in the design and implementation of building a One DuPont approach to our insect control strategy

Six Sigma Certified Black Belt – Top Line Growth, Project Manager

08/11 – 09/14

E. I. DuPont de Nemours and Company, DuPont Crop Protection, Denver, CO

- Successfully led projects to realization and financial validation of \$850,000 through application of the Six Sigma methodology
- Developed and implemented Six Sigma processes in product launch projects to ensure success for the business
- Provided leadership and direction for the use and application of the methodologies used in the Six Sigma process
- Promoted discipline in the analysis and use of data for decisions and application of Six Sigma methodologies that translated to positive results and change to the business
- Mentored and coached Green Belts in their respective projects, assisting as necessary to help facilitate successful project completion

Portfolio Manager

02/10 – 08/11

E. I. DuPont de Nemours and Company, DuPont Crop Protection, Denver, CO

- Responsible for the development and implementation of all marketing activities of Land Use Management products
 - Market segmentation, Product marketing, Interactive marketing, Pricing, Branding, and Advertising
- Developed marketing plans that effectively contributed to the company's business and marketing objectives
- Key participant with responsibility of forecasting monthly demand for the land management business
- Reviewed COGS monthly, working with NA supply chain manager, making continuous improvements as warranted
- Worked in conjunction with marketing manager, developing and implementing specific stewardship renewal plans
- Overall development of plans/programs for each individual product and/or brand within the portfolio
- Successfully managed portfolio of legacy brands against significant generic pressure, maintaining aggressive margins

Retail Account Manager

10/05 –02/10

E. I. DuPont de Nemours and Company, DuPont Crop Protection, South Dakota

- Had responsibility to maintain current business as well as growth by seeking out new business opportunities
- Successfully implemented marketing programs that resulted in an increase of business within the region
- Increased sales of assigned territory by approximately \$6 million over a four-year period
- Achieved the prestige honor of membership to the 2008 Sales Leadership Council, DuPont Crop Protection
- Focused on building strong customer relationships which translated into significant business for DuPont
- Strong belief in the team concept – was part of a team that strived to help fellow colleagues achieve success
- Successful in defusing intense situations with customers where product performance/crop injury was an issue

Sales Representative

10/96 –10/05

Agland, Inc, Agronomy Department, Gilcrest, CO

- Key player of sales team that generated on average \$8 million in sales
- Cultivated strong relationships with key customers and vendors
- Excelled in developing new business by cold calls and networking with existing clientele
- Responsible for developing marketing plans, as well as annual budgets for the upcoming fiscal year
- Increased sales consistently by 20 to 30 percent YOY
- Understood the importance of generating revenue by maintaining margins
- Believed in listening to the customer's needs and putting together a strategic plan to meet those needs
- Required yearly updates on sales training and all other relevant training and licensing needed

Advocacy and Leadership

Council of Producers and Distributors of Agrotechnology - Chairman

09/24