

Bill Dimitropoulos

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PROFESSIONAL SUMMARY

- ❑ Strategic value creator and marketing (B2B & B2C), product development, and general business management professional.
- ❑ Over 11 years of comprehensive management experience in CPG manufacturing (including 9 years of P&L management).
- ❑ Influences stakeholders to drive results in globally matrixed organizations.
- ❑ Successfully employs a data driven approach to business.
- ❑ Experience includes: team leadership, marketing excellence, agile product development, KPI management, and timely execution.

CAREER EXPERIENCE

Robert Bosch Tool Corporation, Mt. Prospect, IL

June 2008 - Current

Senior Channel Marketing Manager

Jan 2019 - Current

- ❑ Marketing concept lead for commercial construction & wholesale distribution channels.
- ❑ Ownership over product commercialization, pricing, promotions, category management, P&L, and sales forecasting.
- ❑ Championing continuous improvement initiatives to transition business practices from manual data management and instinct driven to automated and data driven.
- ❑ Developed and executed wholesale strategy winning 2 major line reviews in 2019.

National Service Manager

April 2016 - Jan 2019

- ❑ Led field service department focused on sales, marketing, and operational KPIs.
- ❑ Launched service program driving customer conversion and retention.
- ❑ Developed restructuring plan to align resources with strategic objectives.
- ❑ Selected by executive leadership to work on agile cross-functional team.
 - ❑ Conducted in-depth user interviews following UX product development methodology to understand user journey, buying habits, and other purchase decision factors.
 - ❑ Used design thinking to translate user needs into an action plan.
 - ❑ Created and led to pilot service interface for mobile application.

Marketing Manager – Concrete Drilling and Demolition

April 2014 - April 2016

- ❑ Developed and commercialized concrete drilling and demolition products.
- ❑ Exceeded product launch targets for “Speed Clean” drill bits by sparking pre-launch urgency with a digitally integrated marketing campaign.
- ❑ Delivered winning Home Depot product line review strategy centered on custom developed analytics model for product assortments; won a \$35M/year contract.
- ❑ Optimized product listings across distribution network achieving \$51M in sales (+21% vs PY) and \$5M in operating profit.

Channel Manager Menards and Mass Merchants

April 2013 - April 2014

- ❑ Managed accessory portfolio for Menards, Wal-Mart, and mass market channel.
- ❑ Analyzed customer accessory assortments improving on shelf productivity.
- ❑ Won line review contract at Menards netting +\$1.3M incremental sales.
- ❑ Drove mass market accessory revenue +30% over the prior year.

Product Manager – Wood & Metal Drilling, Mixed Sets

Jan 2011 - April 2013

- ❑ Managed wood and metal drilling accessories business in North America.
- ❑ Aligned development resources with category vision to win \$12M incremental wood drilling contract at Home Depot.
- ❑ Used new product placements and promotions to exceed revenue target by +8%.
- ❑ Increased margins 15% by initiating cost reductions and dropping unprofitable skus.

Associate Product Manager – Router Tables, Coated Abrasives

Jan 2010 - Jan 2011

- ❑ Turned a woodworking accessory SKU loss at Home Depot into a \$1M incremental sales win with Amazon.
- ❑ Eliminated dead inventory improving operating cash flow by 6% of sales.

Management Trainee

June 2008 - Jan 2010

- ❑ Recruited into Bosch sales and marketing executive management training program.
- ❑ Supported business development projects including: new product development research, sales presentation preparation, and coordinating trade publication PR event.
- ❑ Lived in Stuttgart, Germany for 3 months working with EU product development team.

Patio Food Products, Bridgeview, IL**Jan 2000 - June 2008****District Manager/Operations Team Member**

Jan 2007 – June 2008

- ❑ Directed three restaurant locations generating \$14M in revenue.
- ❑ Developed front end customer service training program.
- ❑ Implemented enterprise inventory and labor management system.
- ❑ *Additional positions held: Assistant Store Manager 2004-2007; Training Manager 2002-2004; Store Associate 2000-2002

EDUCATION

Master of Business Administration, University of Illinois at Chicago

May 2008

B.A. Political Science, Saint Xavier University, Chicago, IL

May 2004**PROFESSIONAL DEVELOPMENT & TECHNICAL EXPERTISE**

- ❑ Stakeholder & user expert for multiple database and app development projects
- ❑ Loyola Project Management 40 hour class
- ❑ Bosch Start and Lead Management programs
- ❑ Bosch Professional Service Management program
- ❑ Managing Effective Relationships with German Employees (MERGE)
- ❑ SAP ERP, Business Warehouse, and ticketing systems; MS Office products; Proprietary CRM and PIM systems