

PATRICIA MISHIC O'BRIEN, MBA

Denver, CO 80209

[linkedin.com/in/patty-mishic-obrien](https://www.linkedin.com/in/patty-mishic-obrien)

EXECUTIVE SUMMARY

C-Suite Executive for public and private companies focused on sustainable, profitable growth. Known for building and managing profitable global businesses in the specialty chemical and materials sectors. Strategic vision, leadership, and financial acumen drive execution of fast-paced turnarounds, new product launches, digital marketing efforts and adoption of best practices in complex organizations.

Operations

General management, marketing, sales, and B2B manufacturing expert fuels sustained, organic growth in profit margins and market share by pulling value creation levers, including strategy, sales, digital marketing, pricing, and innovation. Identifies and integrates the strengths of people, processes, and technology to capitalize upon opportunities and align stakeholders across the enterprise.

PROFESSIONAL EXPERIENCE

COORSTEK, INC., Golden, CO 2017 - Present

A \$1B+ leading global manufacturer of engineered ceramics for industries including oil and gas, semiconductors, defense and aerospace, medical device, automotive, and chemicals.

Chief Commercial Officer

Member, Board of Directors, CoorsTek KK, Tokyo, Japan

Led the transformation of a general management organization into a functional matrix structure positioned to achieve organic growth utilizing ERM processes to enhance and protect shareholder value. Holds P&L responsibility for revenue and an operating budget with 14 direct reports and an organization of 260 globally, reporting to the Co-CEOs.

- Improved revenue 17% in less than 18 months as well as significant pricing, gross margin percentage, and EBITDA improvement.
- Board of Directors member of CoorsTek KK, with 5 manufacturing sites and global sales.
- Assessed the entire business to develop strategies and tactics to strengthen customer relationships, improve sales operations, and produce profitable growth.
- Created and continue to drive a unified commercial process that supports the customer journey to achieve increased market share and market penetration.
- Directing change management to create a customer centric organization and measuring performance through Net Promoter Score®.

A. SCHULMAN, INC., now a LyondellBasell Company (NYSE: LYB), Fairlawn, OH 2012 - 2016

A \$2.4B global supplier of high-performance plastic compounds, composites and powders.

Chief Marketing Officer & Executive Vice President

Created the vision, strategic direction and implementation framework for a new organization structure to shift global sales, marketing, innovation, and product development from acquisition-based growth to profitable organic growth. Direct report to the CEO.

- Created a Growth Playbook to inform the Board of Directors and Investor Relations, which set and tracked all goals, clarified the value proposition, and aligned the organization. Presented the Growth Playbook to Wall Street analysts at A. Schulman's investors' day in New York City.
- Led and accelerated innovation globally to achieve increased gross margin of 12% and an average share of 2% annually.
- Led complex discussions with the Board related to potential organic and M&A strategic initiatives.
- Created, developed, and led the Growth Summit for "Top 100" Leaders that generated \$30M EBITDA.
- Transformed marketing into a profit center when launching new marketing framework, annual/strategic-marketing plans, pricing excellence, and marketing technologies utilizing ROI.

Chief Marketing Officer & Executive Vice President, Continued:

- Identified \$18M in pricing opportunities and increased market share 1%-3% annually:
 - Raised volume growth 22% and pocket margin 24% with a Global Key Account strategy that leveraged the global footprint.
 - Improved working capital through focused efforts on Day Sales Outstanding enterprise wide.

THE DOW CHEMICAL COMPANY, now DOW DUPONT (NYSE: DWDP), Midland, MI 2000 - 2012

A leading global chemical company (\$48.7B) with operations in ~180 countries.

Global Director of Marketing Excellence, 2009 - 2012

Global Strategic Marketing & Business Development Director, 2008 - 2009

Commercial Director, North America, 2007 - 2008

Global Marketing/New Business Development Executive, 2004 - 2007

Global New Business Development Manager, 2002 - 2004

Global Market Development/Business Manager/Business Development Manager, 2000 - 2002

ANSELL (OTC: ANSLY), formerly ANSELL PERRY, Iselin, NJ 1997 - 2000

Medical and surgical gloves.

Marketing Manager North America

HUDSON EXTRUSIONS, INC., Hudson, OH 1993 - 1997

Privately held extruded custom plastic tubing and profiles manufacturer.

Marketing Manager/ISO 9002 Quality Manager

EDUCATION & SELECTED PROFESSIONAL DEVELOPMENT

MBA, with Honors, University of Akron, Akron, OH

B.S., Business Administration, with Honors, Youngstown State University, Youngstown, OH

NACD Leadership Fellow, National Association of Corporate Directors

WomenCorporateDirectors, Member

Driving Innovation and Entrepreneurship, International Institute for Management Development

Advanced Strategic Alliance, The Dow Chemical Company and The Warren Company

Executive Entrepreneur Training, Consortium for Executive Development, Babson College

SELECTED RECOGNITION & COMMUNITY AFFILIATIONS

Community Member, **St. Anthony Regional Community Board** 2020

Alumni of the Year, **Williamson College of Business Administration, Youngstown State University** 2017

Marketing Advisory Board, **College of Business Administration, University of Akron** 2015 - 2016

Girl Scouts of America, Regional Council Board of Trustees 1993 - 2011

SELECTED PRESENTATIONS

Discussing Growth Areas, Future Challenges and Opportunities in Ceramics, Ceramic Expo 2019

Transforming Your Customer Journey, Connect CMO Leadership Summit, Denver 2019

"The Disrupter from Within," Big Talk, Institute for the Study of Business Markets, Pennsylvania State University 2016

A. Schulman Corporate Presentation for Attracting and Retaining Millennials, Honors Class, College of Business Administration, University of Akron 2015

"Dancing the Corporate Tango: Lessons Learned in Entrepreneurship," Williamson Symposium Speaker, Williamson College of Business Administration, Youngstown State University 2013