
GLEN MIZELLE

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SUMMARY

Senior Marketing executive with extensive experience leading teams through all aspects of marketing. Strong engineering background provides the ability to fully understand and successfully promote products and services, as well as ensure continuity between product evolution and marketing. Diverse management background enables decisions that positively affect other departments.

Key competencies include:

- Brand Identity
- Product Marketing
- Lead Generation
- Promotions
- Trade Shows
- Department P&L

PROFESSIONAL EXPERIENCE

LERNER MEDICAL DEVICES, INC., Los Angeles, CA

2009 - 2013

Durable medical equipment manufacturer

Director of Marketing & Sales Operations (April 2012-April 2013)

Product Marketing Manager (2009-April 2012)

Managed initial launch of the company's first direct-to-consumer device; created packaging and supporting marketing collateral; created and managed the customer service and patient education departments. Created sales training and presentation binders, traveled with and trained field sales force resulting in an annual increase in sales. Coordinated with agency of record to develop sales, TV and print advertising, sales collateral, web site content, and branding and labeling initiatives. Managed and coordinated trade show activities to increase booth traffic. Initiated and managed a successful product placement segment on "The Doctors".

MIDMARK DIAGNOSTICS GROUP, Gardena, CA

2000 - 2008

Medical device manufacturer, a subsidiary of Midmark Corporation

Director of Marketing (2005-2008)

Managed all functions of marketing including department P & L, new product / project prioritization, lead generation, sales promotion development, advertising / sales collateral, trade shows, website development and maintenance, public relations, branding and labeling initiatives.

- Delivered brand of choice message to distribution that increased market share.
- Developed and executed the first lead generation program with a measurable ROI.
- Successfully redesigned and launched a login based website to:
 - Implement on-line lead submission from distributors
 - Disseminate proprietary internal information to field representatives
 - Enable secured information sharing among strategic partners
- Managed brand identity campaign that increased market visibility and trade show booth activity.
- Developed and delivered award committee presentations on new products. Increased from two to seven the number of industry awards won for product innovation.
- Developed an interactive product disk with narrative to enable potential customers to demonstrate product features without training.

MIDMARK DIAGNOSTICS GROUP, Gardena, CA**2000 - 2008****Product Manager** (2000-2005)

Managed the release, modifications, and on-going support of new pulmonary function device including product launch, product literature, sales training and collateral, software and hardware modifications, display layout design, and 510(k) submission.

- Submitted FDA 510(k) and successfully acquired approval in 87 days.
- Managed training and market release of product that obtained top 3 market share within 3 years in a saturated market.
- Developed recurring revenue stream that continues to increase by 20+% per year.
- Transferred product knowledge and management when promoted to Director.

eSCREEN, INC., Los Angeles, CA**1999**

Medical device manufacturer, a subsidiary of NMRO

Regulatory Manager / Quality Assurance Manager

Developed and implemented the required regulatory policies for a new medical device. Worked with vendors to assure quality measures were documented. eSCREEN was developing the first on-site drugs of abuse test system for a physician's office.

- Managed 510(k) submission, coordination and administration of clinical testing for on-site drugs-of-abuse test system.
- Created system to meet FDA GMP regulations; Contributed to product enhancement and development.

CREATIVE BIOMEDICS / MULTISPIRO, INC., San Clemente, CA**1991 - 1998**

Medical device manufacturer

Director of Production

Managed day-to-day operation and staff in production, purchasing, and customer support. Appointed Acting General Manager during an attempted hostile takeover of company. Oversaw AR, AP, payroll, manufacturing, as well as the production of court mandated documents and reports.

- Reduced inventory levels while increasing on time delivery of finished goods.
- Streamlined staffing requirements by re-organizing workstations to increase productivity.
- Commuted to Arizona to take over production and purchasing of an acquired company.
- Moved manufacturing from Arizona to California and continued on-time shipment of product.

EDUCATION

Bachelor of Science, Electrical Engineering
 Minor in Business Administration
 Oklahoma State University, Stillwater, OK

MISCELLANEOUS ACCOMPLISHMENTS

Madison's *Who's Who* (2007 edition)

Public speaking: Session moderator, TEPR, 2006

Session presenter, National Conference of mHealth and EOE, 2005

Session presenter, TEPR 2005 awards competition