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Byron Kieser

A senior research, product management and marketing professional with a proven track record of innovation and success. Six years of experience in industrial cleaning, over 10 years of experience in the LC/MS industry, and 20+ years of experience in hyphenated MS and analytical instrumentation have provided me with a strong understanding of marketing and product development for a broad range of clients. I am looking for a new opportunity to bring my creativity, passion and strong team skills to an organization that thrives on out-of-the-box thinking and innovative approaches to forge into new markets and/or expand a strong existing business.

PROFESSIONAL EXPERIENCE:

Director, Research and Product Development Tech Sonic, April 2010 - Present

- Responsible for all aspects of Research and Development of large-scale industrial ultrasonic cleaning systems.
- Developed a key patented technology related to ultrasonic cleaning which has thus far been granted in 5 countries.
- A key contributor to strategic planning, financial modelling and marketing strategies.
- Successfully designed, built and deployed 15 systems over the first 5-year period.

Director, Product Management and Marketing, VisualSonics, June 2009–March 2010

- Drove product development to adopt new processes and ideas in order to deliver projects on time and on scope, producing the first on-time delivery in the company's recent history.
- Inspired, developed and nurtured a change in the general marketing approach, transitioning to more compelling and more exciting messaging
- Developed the first "product roadmap" for the company to allow better business and marketing planning; aligning departments with a common set of goals
- Successful launch of an update to the flagship platform and a new OEM microscopy system.

Director, Small Molecule Systems and Integration, Applied Biosystems, Jan 2005–June 2009

- Expanded the business in the "Applied Markets" BU from 40M to >200M in 4 years as *the* inventor, creator, and force behind the establishment and development of a strong new product line *and* brand (Cliiquid® Software and iMethods™ Plug n' Play MS). The design and marketing approach for this product has helped drive LC/MS into new markets at an accelerated pace.
- Played a key role as both a stakeholder and team leader in the development of an agile product development strategy and helped move development to on-time delivery.
- Conceived, designed and launched many new, innovative software products which have had both *market changing* and huge dollar impact in the LC/MS instrumentation market:
- Managed the development of core, critical software products, bringing the product line from crisis to success through improved features/support and improved messaging.
- Proven ability to guide and support Sales, with extensive experience providing sales training, developing sales collateral, competitive analysis, providing post-sales support and setting customer expectations properly to ensure success.

- Able to inspire and synthesize a team effort with a diverse group of scientists, engineers and field staff to provide the highest quality product realization with a keen eye for efficiency and the bottom line. A demonstrated ability to work with clients and colleagues at all levels to provide creative and cost-effective solutions.

Senior Product Manager, Applied Biosystems, Oct 2003–Jan 2005

- Managed the Product Management Group and Application Laboratory (PAL) at SCIEX, responsible for institution of dedicated PAL support, rotating demo and development teams.
- Key force in the design and implementation of a new product test strategies and champion for changes in product development practices, providing on-time delivery of major projects.

Manager, Product Applications Lab, MDS Sciex, Nov. 2001–Oct. 2003

- Responsible for the management of a team of 25 scientists performing demos, creating technical marketing materials, supporting customers and sales, product development.

Application Scientist, MDS Sciex, June 1999–Nov. 2001

- Responsible for product demonstration, applications development and customer support.
- Developed a multi-stream LC/MS system and a related marketing strategy to combat other multiplex technology that was threatening core business.

Manager, British Gas / Consumers Gas Atmos. Chem. Lab, 1996 - 1999

- Managed the day-to-day operations of a busy academic laboratory, conducting original research and servicing a broad range of both commercial and academic clients.
- Developed new business for the university academic lab to support research, with a value of more than \$250K annually through laboratory reputation and leveraged relationships.
- Developed several new instruments, including first on-line GC-IRMS system for measuring ¹³C isotopic compositions of trace atmospheric hydrocarbons.

Course Lecturer , Food Sciences, Seneca College	1996 (spring)
Graduate Teaching Assistant , York University Dept. of Chemistry	1989 - 1996
Research Assistant , NSERC Industrial Chair (Dr. Hiromi Niki)	1987 - 1995

- Superior analytical, problem-solving skills; *a reputation for performance under fire*.
- Assertive and effective communication; *an award winning public speaker*.
- Experienced in the development of successful 3rd party collaborations, co-marketing, OEM and reseller relationships.
- Experienced in the day-to-day management of a dynamic team, budgeting, contract negotiation, resource management, training, strategic planning and customer relations.

EDUCATION & PROFESSIONAL DEVELOPMENT

B.Sc. with Honours, Chemistry, Physics (minor), York University, 1989
Management and Liability Training, York University
WHMIS, Lab Safety Training, York University

AWARDS

MDS SCIEX, PAL MVP Award 2002, for development of successful software collaborations.
Canadian Association of Technical Writers Award, key writer for the Lab Directors Guide for Analyst Software, 2001
Prize for Best Graduate Presentation, American Meteorological Society, 1997
York University: Prize for Best Undergraduate Thesis and Presentation, 1988