

Barbara L.K. Siegel

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Technically-trained and business-savvy professional with excellent communication and organizational skills. Strong consultative selling skills both internally and externally to maximize efficiency in execution of objectives. Experience in market research, product development, scale-up and commercialization.

Specialties

Ability to drive down to the heart of an issue and pull a group together to address the issue in a systematic way. Consultative marketing, solution selling, value-added selling and technical support. Organize large volumes of information into clear, concise, actionable plans and flow sheets.

Skills Summary

- Marketing & Sales Skills:
 - Market & customer sales data analysis & projections
 - Segmentation and prioritization
 - Market research, market mapping and competitive analysis
 - Consultative selling
 - Negotiation and meeting facilitation
 - Apply data-driven skill set to market and customer analysis to improve profitability.
- MS Office & database software
- Project management:
 - Six Sigma Green Belt: both DMAIC and DMADV
 - Stage-gated product development & commercialization processes
- Consumer and industrial markets in US and abroad
 - Direct: high-energy users such as high-temp filtration for asphalt, cement, textile and industrial fiber production,
 - Consulting projects: included electricity and energy, PV, solar, fuel cells, among others.
- Organization – the right information in the right place at the right time
- Problem solving – figure out what’s wrong and how to fix it
- Supervisory experience

Experience:

Team Facilitator, High-Fidelity Wrap-around, Child & Family Focus, 10/09-present

Lead change management efforts via implementation of national, evidence-based team planning process to meet the complex needs of at-risk youth and/or families in crisis. Utilizing transferrable skills of project management, meeting facilitation, team collaboration and strong communication skills to bring excellence to execution of team objectives.

Education Advocate, Arc of Chester County non-profit, 9/08 to 10/09

NSEAI certified education advocate. Provide individual consulting and training to over 175 clients to help them understand the impact of education-related legislation on their child with a disability, analyze and interpret formal evaluation documents and assist parents in developing an action plan. Provide meeting facilitation and negotiation with school district personnel to identify and implement opportunities to address child's needs.

Back-office Consulting & services, Self-employed, 9/06 to 7/09

Provided business consulting and back office services to identify and execute profit improvement opportunities. Upgraded contracts and business processes and implemented software tools to increase collections rate and reduce bill-to-cash cycle time and executed bookkeeping, billing, and collections functions. One client increased receivables 67%. Another client improved on-time payments by 89%.

Volunteer, Tax Commission and Non-profit board, 9/05 – 4/09

- UCF School district Act 1 Tax Commission 9/06-12/06.
Per board member: *“I’ve attended around 60 presentations on Act 1 in the past several months, and Barbara’s presentation on this subject was the most concise and clear that I have heard.”*
- YMCA Membership & programs committee 5/07 to 4/09. Upgraded existed offering and developed marketing research and preliminary program design for additional adapted sports programs for clients with disabilities.

E.I. Dupont de Nemours, 6/82 – 11/05

- Held wide variety of positions of increasing responsibility in R&D, Sales & Marketing and Internal Consulting with direct experience or exposure to nearly every business unit in Dupont.
 - Consulting projects included broad assessment of energy space including electricity grid, with specific projects on photovoltaics and fuel cells and alternative energy.
 - 2002 Significant contribution award for info & insight on short notice,
 - Interacted at the Business Manager, Director & VP levels.
- Skills involve consultative selling, stage-gated new product development & commercialization, project management, market research, business process mapping & improvement, among others.

Awards, Publications, & Patents

Stubits, L., Zackon, J., Roberts, L., Siegel, B., & Flanagan, R. (April, 2011). “Gender Differences in Math Achievement in the Early Elementary Years: Are Girls Too Good?” Paper accepted for presentation at the American Educational Research Association Meeting, New Orleans, LA.

Zackon, J., Stubits, L., Roberts, L., & Siegel, B. (October, 2010). “Full-Day Versus Half-Day Kindergarten: In Which Direction Should Our Policy Take Us?” Paper presented at the Pennsylvania Educational Research Association Conference, Philadelphia, PA.

DuPont Corporate Marketing Excellence Award, 1995 for launching new product in record time, generated almost \$2 MM in revenue within the first year, and established the basis for a new market segment. Featured in the 1993 Dupont Annual Report.

U.S. Patent No. 5,104,601 “Process for Producing a Polyhexamethylene Adipamide, Carolactam, and Polypropylene Fiber.”

Kalf, G.F., Metrione, R.M., Kerlavage, B.L., Koszalka, T.R., “Variation of DNA Polymerase Activities of Rat Trophoblastic Cells in Mid-Gestation” Dev. Biol. (1981), Vol. 81, 351-358.

Education:

Lafayette College, B.S. Chemical Engineering, 1982, Cum Laude, Tau Beta Pi Engineering Honor Society, Phi Beta Kappa.

Lafayette College, B.S. Biology, 1979, Cum Laude

Dupont Details:

➤ **Dupont Ag Products, 1997 – 1999**

Staff Assistant to the Director, Ag CPC Process Development

Responsible for resource planning, budget, training and executing other items at the discretion of the Director.

- Saved time and money in software reprogramming by modeling the resource planning process prior to full database software rollout. Prototyped and upgraded an Excel-based resource planning tool to identify key data collection fields and developed a business process from data input and updating thru resource allocation and re-allocation.
- Fixed a troublesome budget issue by mapping vendor payment system and documenting procedure for “hire-to-pay” for external contract consultants, which was implemented by my successor.
- Utilized “voice of the customer” and “market segmentation” skills to design a starting curriculum for new researcher on-boarding and targeted training, identified core courses applicable to all researchers vs. work-group specific training. Saved money by improving the ROI of training spend, and reduce cycle time for maximum effectiveness of new researchers.

➤ **Dupont Advanced Fiber Systems, 1995 – 1997**

End-Use Marketing Manager: Nomex and Teflon Filtration

First line supervisory responsibility for several US-based direct reports, and provided strategic and tactical leadership through influence management for the global segment. Assumed responsibility for an additional orphan business segment while maintaining Filtration responsibilities.

- Collaborated with Teflon Business Director to improve global profitability and focus of Teflon® fiber used in filter bags for municipal waste incineration.
- Increased global communication and transitioned the segment from independent, regionally focused entities to a more globally aligned organization with common philosophies on price management and down-stream customer strategy.
- Led several competitive assessments on alternate filtration materials, proposed an approach for a possible acquisition, and participated in a negotiation to collaborate – rather than compete – with a new entrant as a way to manage thru product supply constraints.
- Assumed the leadership for an “orphan” business, Nomex® Filaments. Led a team in developing a plan for capacity expansion and product SKU strategic re-alignment and rationalization. According to an AFS Technical Manager, the planning work done for Filaments continues to be referenced within the business.

➤ **Dupont Nonwovens, 1990 – 1995**

Sales & Marketing Representative: Tyvek Specialty Packaging

Responsible for “B-to-B” sales and marketing for the Electronic, Military & Specialty Packaging segment prior to business re-structuring, including joint product development programs at key customers.

New Business Development Leader: Nonwovens (Tyvek, Sontara, Typar)

First line supervisory responsibility for a group charged with identifying and commercializing new applications for Nonwoven materials in new market spaces, including mentoring and coaching to develop 3 newer employees.

- Led a multi-functional team in developing and implementing a “pre-Pace” stage-gated process to screen leads, identify promising new product applications, and manage progress thru commercialization. Stopped initiatives and projects that were not meeting objectives.
- *Received the Corporate Marketing Excellence Award* for launching Tyvek® Car Covers in record time and generated almost \$2 MM in revenue within the first year. Establishing the basis for a new market segment, Protective Covers.

➤ **Dupont Flooring Systems, 1982 – 1990**

New Product Development: Nylon Carpet Fiber

Responsible for developing and commercializing new carpet fiber products based on customer requirements

- Commercialized first bath rug fiber
- Patented a process for blending a new, lower cost additive into nylon fibers

Consumer and Retail End-Use Marketing: Stainmaster (cm) Residential Carpet

Responsible for implementing DuPont’s cooperative advertising program in the West Coast region to drive pull-thru sales at the retail level, and collaborate with Marketing Communications on future advertising, product positioning and promotional efforts.

- Despite a substantially reduced budget, continued to grow pull-thru sales by negotiating customized, targeted joint promotions with key regional retailers.
- Developed a joint advertising program to increase sales from a previously untapped market segment, “Builder Dealers”, to drive Stainmaster carpet sales in new home construction.