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PHILLIP H. DOMASK

MARKETING, PLANNING, PROJECT MANAGEMENT, AND EFFECTIVE BUSINESS COMMUNICATION

SUMMARY OF QUALIFICATIONS

Creative, highly motivated professional with experience in product and service introductions, new business development, customer/member cultivation and retention, and project and people management. Experienced at establishing and strengthening customer/member relationships through value-added initiatives. Team builder with excellent management, marketing, customer service, and training skills. Honored with numerous marketing, training, sales and customer education awards. Also expertise in:

- Public Relations
- Strategic & Market Planning
- Proposal/Grant Preparation
- Association Management
- Social Media
- Newsletter Publishing
- Web Development
- Convention/Event Planning
- Sales Correspondence
- Brand Management
- Trade Show Promotion
- Mkt./Sales Management

OBJECTIVE

Support the marketing and business communication goals of an organization seeking someone with extraordinary passion for making a difference and a strong track record of success for generating new business, exceeding sales targets, and adding value through innovative customer cultivation and service.

SELECT CAREER ACCOMPLISHMENTS

New Product Introduction

Challenge – Help an international manufacturer cut through construction industry marketing clutter to introduce its new slurry additive to a worldwide audience of contractors and geotechnical specifiers.

Actions – Positioned new product introduction as the Most Innovative Product – Concrete Material Making category – at the 2008 World of Concrete (WOC) through an integrated program of public relations, digital and online promotion (DVD handout, web site content, blogging, and eMail campaigns), booth optimization (including booth redesign, product demonstration, samples, and handouts); and effective lead development and follow-up protocols.

Result – Geofoam SP™ was named Most Innovative Product – Concrete Making Materials Category – by WOC attendees and a panel of industry experts, the only product, out of 144 Most Innovative Product entries, to win both the attendees' and experts' choice award. More than 1,200 prospects were added to the company's customer relationship management database, six times as many leads as the company normally captures at World of Concrete. Articles about Geofoam SP™ appeared in eleven industry publications through post-show public relations efforts.

SELECT CAREER ACCOMPLISHMENTS

Association Management

Challenge – Lead the Wisconsin Ready Mixed Concrete Association (WRMCA) through a time of difficult transition after the resignation of its long-time executive director.

Actions – Generated confidence for the membership and its staff and executive leadership, demonstrating, through various communication vehicles, the association had a bright future, a detailed plan for attaining it, and was in competent hands. Worked with the board and staff to plan and implement relocating the WRMCA offices to Madison, Wisconsin, and the outsourcing of association management services.

Result – Increased association program and convention offerings, expanded member communication avenues, retained remaining staff, beat budget projections for 2004 dues income by more than \$14,000 (through heavy emphasis on membership recruitment and retention efforts), successfully guided the association to its new home in the State Capital, and seamlessly transferred paid leadership to one of Madison's premier association-management companies.

New Business Development

Challenge – Develop new revenue stream by leveraging company's core competencies (dispatching, training, promotion, networking, equipment maintenance, and customer service), existing customer base, and strong financial position.

Actions – Helped launch a construction materials placement division utilizing existing promotion tools (customer data base, newsletter, media contacts, direct mail programs, web site), vendor and supplier networks, and dispatcher and sales representative training to market the new service.

Result – \$550,000 investment yielded first year ROI of \$40,000 (7.2%)

Customer Cultivation and Retention

Challenge – Make a dramatic difference for customers and prospects by providing true added value.

Actions – Worked with employees, vendors, and suppliers to implement contractor education initiative, packaged as Alby University. These free education programs helped existing customers expand markets, improve project quality and safety, adopt mix-design innovations and new construction technologies, and reduce in-place concrete costs. The education initiative established/built/reinforced customer relationships; demonstrated company reliability and expertise; enhanced the company's reputation and credibility; and developed, supported, and enhanced customer preference for Alby Materials. The initiative also provided early identification of contractor employees interested in starting their own firms, and positioned/branded Alby Materials as the ready-mix supplier best able to help contractors (start-ups and established construction professionals) succeed.

Results – By helping customers be more successful, revenues grew from less than \$4 million to more than \$10 million in seven years, with shareholder value increasing by over 400%. More than 1,200 construction professionals participated in Alby University programming from 1993 through 1999.

SELECT CAREER ACCOMPLISHMENTS

Social Profit

Challenge – Support zoning/permitting efforts of a construction materials manufacturer by supporting local schools and helping local leaders and residents understand how wise use of natural resources benefits the community.

Actions – Planned and implement two ongoing education outreach programs for area youth: Basic entrepreneurship/economic training through the Junior Achievement Company Program at the local high school (Waterford, Wisconsin) and environmental stewardship training through *Everything Comes From Something*, an interactive natural resource adventure helping students (and their teachers and parent-chaperones) understand the products they use every day are manufactured from natural resources either grown or mined.

Results – The company's generous and ongoing donation of time and expertise to support education outreach to area youth was rewarded when zoning and permitting issues came before the town and county boards. Additional benefits accrued, including improved employee recruitment/retention success and increased market share from favorable media exposure and the positive word-of-mouth marketing of program participants (teachers, school administrators, bus drivers, and chaperones).

PROFESSIONAL AFFILIATIONS

- Past Promotion Chair, Wisconsin Ready Mixed Concrete Association
- Past Board Member, Insulating Concrete Form Association
- Past Regional Promotion Chairman, National Ready Mixed Concrete Association
- Past Vice President, Bay View Community Center
- Past President, Lutheran Chapel of the Cross Church and School
- Past Secretary, Concrete Wall Contractors Association of Wisconsin
- Past Member, Wisconsin Society of Association Executives

WORK EXPERIENCE

- 2003 - Present: President/Go-to-Guy for the Phill Domask Consultancy
- 1992 - 2003: VP, New Business Development & Corporation Secretary for Alby Materials, Inc.
- 1987 - 1992: Marketing Manager, Wisconsin Ready Mixed Concrete Association
- 1985 - 1987: New Business Development Coordinator, J.F. Ahern Company
- 1982 - 1987: Sales Associate, Wauwatosa Realty Company
- 1975 - 1982: Fabrication Welder (self-taught), Cheney Company

REFERENCES/TESTIMONIALS

References are available upon request. Also, visit: www.philldomask.com/testimonials/index.html

PHILL DOMASK CONTACT INFORMATION

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