

# CHERYL FUDGE

(224) 200 0702 ■ [CherylMFudge@gmail.com](mailto:CherylMFudge@gmail.com) ■ [www.linkedin.com/in/cmefudge](http://www.linkedin.com/in/cmefudge)

## BUSINESS EXECUTIVE

### GLOBAL BUSINESS LEADERSHIP ■ GENERAL MANAGEMENT

Accomplished and results driven management executive with 20+ years of experience leading product, portfolio, and P&L management for global organizations across multiple industries, including Electronics, Automotive, and Industrial Manufacturing. Extensive experience driving improved revenue and profitability performance for global B2B customers. Repeated success in launching new products that meet internal and customer performance metrics. Strengths in motivating, training, and leading globally dispersed teams through significant organizational change while meeting business performance objectives.

## PROFESSIONAL EXPERIENCE

### ITW

2020 – 2022

#### DIRECTOR OF PRODUCT MANAGEMENT & MARKETING COMMUNICATION, Beecher, IL

Responsible for \$125MM business segment by focusing on P&L performance, new product development, and organic growth in both established and new markets. Led team of 11 professionals dispersed across multiple locations.

#### Key Contributions

- Established multiyear strategy and executed annual plan, achieving 19% YOY profitable revenue growth, using ITW 80/20 Front-To-Back Process and customer focused strategies for growth across multiple products platforms and end markets.
- Guided development of product road maps and value propositions for key products, resulting in clear product life cycle strategy and improved focus on product development and market growth.
- Spearheaded development of E-commerce capability & digital transformation strategy to align with customer path to purchase, resulting in increased customer engagement across multiple digital platforms.
- Restructured Marketing team and realigned roles & responsibilities to support business growth targets and ensure team development and succession planning.
- Chapter chair for Women's Initiative ERG.

### Klein Tools

2020 – 2020

#### DIRECTOR OF PRODUCT MANAGEMENT, Lincolnshire, IL

Responsible for \$150MM business segment with focus on new product innovation, market feasibility analysis, and product development. Managed team of 5 professionals.

#### Key Contributions

- Established annual segment strategy and roadmap for 8% YOY revenue growth in consumer electrical retail, e-commerce, and distribution channels.
- Led team through new product development process by focusing on product innovation, market feasibility, and product design & development, ensuring flawless launch execution of new, industry leading products and successful market viability.
- Set Product Life Cycle strategy for existing products, optimizing revenue and margin returns while maintaining customer and market needs.

### Littelfuse, Inc

2017 – 2019

#### GLOBAL DIRECTOR OF PRODUCT MANAGEMENT, Chicago, IL

Led \$330MM global business segment by focusing on profitability improvement through costing accuracy and business process improvement. Built and managed a globally dispersed team of 13 professionals. Member of leadership team responsible for significant organizational restructuring and business turnaround for improved operating income.

#### Key Contributions

- Improved profit by over \$1.5M through operational cost savings and identification of operational improvements, including implementation of automated assembly, capacity optimization, and opportunities for vertical integration.
- Developed and implemented business process improvements for forecasting & budgeting, new business pricing, and capacity increase implementation, driving improved cross-functional communication and 7% improvement in forecasting accuracy.
- Set Product Life Cycle strategy for existing products, optimizing revenue and margin returns while maintaining customer and market needs.
- Contributed to strategy and roadmap development, driving vision for long term roadmap success and acting as the voice of operations in establishing "must haves" for profitable product line growth.
- Assumed additional product segment responsibility and effectively reorganized global team to successfully support larger product portfolio.

### Molex, Auburn Hills, MI

2014 – 2017

#### SENIOR MANAGER – PRODUCT MANAGEMENT

Led \$65MM global business segment by focusing on P&L performance, product strategy, and global pricing which resulted in 15% YOY increase in revenue and 5% YOY profitability improvement. Built and managed a globally dispersed team of 8 professionals through significant organizational restructuring while instituting process improvement that drove potential for increased profitability.

## **Key Contributions**

- Developed and executed road map strategy for segment growth that leveraged a solution focus, including product alignment with alternative business segments, yielding 5% YOY profitability growth and improved customer alignment.
- Facilitated development of a hypothesis and point of view for struggling business segment, including “where to play” & “how to win” assessment which allowed for a more focused business approach and improved resource utilization.
- Established process improvement for new business selection criteria, business case utilization, and project execution; drove process implementation across the organization, leading to a more organized business approach and improved efficiency.
- Effectively led global team through significant organizational restructuring by keeping team focused on delivering against customer demands and tracking progress against long term goals.
- Established business segment position on multiple customer contract terms & conditions (Ts&Cs) and participated in customer Ts&Cs negotiations, allowing for mutually beneficial sourcing conditions and improved positioning with the customer.

## **TRW Automotive**

**2010 - 2014**

### **SALES MANAGER, Shanghai, China Expat Assignment (2012-2014)**

- Directly managed 5 account managers for global OEM account of \$350MM electronics business on location in Shanghai, China, providing support in negotiation strategy, problem solving, and representation in front of executive management.
- Led direct customer interface for \$115MM of booked Chinese market business in electronic products, including new business quotations, volume fluctuation impacts, material economic recovery, and terms & conditions negotiations.
- Developed customer strategy for growth with global OEM in the China market and presented to C-level audience.
- Led business case development process for \$200MM in potential new business across multiple customer programs for various electrical and mechanical product lines and negotiated business case approval with executive management.

### **ACCOUNT MANAGER, Livonia, MI (2010-2012)**

- Managed OEM customer interface for \$180MM account of booked electronics business and participated in global team negotiation & win of \$500MM global program, establishing significant book of business with a targeted OEM growth customer.
- Supported existing business development and launch activities, including negotiation of engineering changes and volume fluctuation impacts.
- Negotiated material escalation clause for existing business, setting new standard for recovery on future programs.

## **ArvinMeritor**

**2009 - 2010**

### **PROGRAM MANAGER, Troy, MI**

- Managed cross-functional team of 15 or more people from engineering, purchasing, sales, manufacturing, etc through development and production launch activities for \$40M program in complex technical components.
- Developed and maintained timing plans and delegated responsibilities using standard project management principles to ensure quality, on time, and on budget program launch.
- Administered \$3.5MM program budget to support program development activities and customer prototype builds ensuring that the program stayed on budget and that customer deliverables were met.

## **Eaton Corporation**

**2001 - 2009**

### **ACCOUNT MANAGER, Southfield, MI (2007-2009)**

- Managed customer interface for \$60M account in complex mechanical assemblies.
- Increased account revenue by 55% and negotiated price increases across multiple components to improve operational profitability by 10%-15% per component

### **PRODUCT APPLICATIONS ENGINEER, Marshall, MI (2001-2006)**

- Led design and development of complex technology assemblies using customer input to ensure flawless launch of multiple programs for major OEM. Acted as customer liaison for multiple OEM customer development projects.
- Managed several cross-functional teams consisting of 5 or more people from manufacturing, purchasing, testing, and design through current production manufacturing and design related issues.

## **Link Engineering**

**2000 - 2001**

### **NVH ENGINEER, Detroit, MI**

## **EDUCATION**

### **Michigan State University, East Lansing, MI**

- **MBA ■ INTEGRATIVE MANAGEMENT**  
International Business Studies – Hungary & Czech Republic

### **Michigan State University, East Lansing, MI**

- **BS ■ MECHANICAL ENGINEERING**