**HEATHER TAUSCH**

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**GENERAL MANAGER | BUSINESS DEVELOPMENT EXECUTIVE**

Improved EBIT by 240% over 3 years

Launched and managed JV and IPO initiatives

Increased profitability up to $20M for key accounts

General Management and Business Development Executive experienced in start-ups and business turnarounds, specializing in creating a differentiated value proposition and product strategy to drive organizational success. Leadership Team member with successes improving category bottom line results in margin and efficiency improvement, as well as unit and revenue growth. Demonstrated competencies:

|  |  |  |
| --- | --- | --- |
| **Leadership and Management** | **Sales and Marketing** | **Operations** |
| Full P&L Responsibility | Category Strategy and Management | International Supply Chain |
| International JV | Product Innovation & GTM | Distribution Strategy |
| IPO | Key Account Acquisition | Screen Position Strategy |
| Business Turnarounds | M&A | Product Development & Roadmap | Forecasting |
| Restructuring | Rationalization | New Market Growth | Organizational Development |

**PROFESSIONAL EXPERIENCE**

**BATTLE MOTORS,** New Philadelphia, OH **May 2024 to Present**

A series-funded turnaround vocational truck OEM, providing work-ready diesel, clean natural gas (CNG), and EV’s designed and manufactured in North America for the medium and heavy-duty markets.

**Chief Engineering Director, Product & Program Management**Responsible for spearheading cross-functional efforts to bring new heavy and medium-duty platforms and technologies to market with a differentiated product value proposition. Drives new product development cycles, manages new and existing market category growth strategy, and develops go-to-market plans for integrated platform, ADAS, and SaaS solutions.

* Developed and led change initiatives to drive product life-cycle management, including adoption of the stage-gate process.
* Formalized the Program Management department and worked cross-functionally to ensure seamless integration within the organization.
* Created actionable insights and KPIs to improve program outcomes.
* Established a Product Management department to drive product excellence and new product discovery.
* Created new solutions and built alignment to drive the advancement of the five-year product roadmap.
* Worked with strategic partners to own voice of customer, ensuring alignment of new product initiatives with strategic category growth initiatives.

**GOODYEAR TIRE & RUBBER,** Akron, OH **July 2020 to March 2024**

Acquired in 2021, Mickey Thompson is an independently operated subsidiary representing 10% of Goodyear’s profits.

**General Manager & Sr. Director, Mickey Thompson Marketing |** October 2022 to March 2024

Reporting to the President of a small business unit, senior leadership executive responsible for developing the strategy and execution of all product categories and go-to-market plans. Managed the division’s product & category strategy, competitive market insights, engineering process, and brand, and quality execution. Collaborated cross-functionally within the marketing, category, engineering, and manufacturing Goodyear leadership teams to ensure strategic fit and execution within overall product brand portfolio.

* Improved EBIT delivery by 240% through product screen repositioning and distribution strategy
* Managed strategic sourcing to improve supply by 43%.
* Grew new business 32% by identifying new markets and developing go-to-market plans.
* Led division’s merger integration initiatives with Goodyear to set business and portfolio strategy, lead culture change initiatives, and develop industrialization processes and stakeholder buy-in.

**General Manager & Director, Product Management - Mickey Thompson** | July 2020 to October 2022

Reporting to the President of a small business unit, responsible for creating portfolio strategy and processes to develop long-term organizational growth and operations.

* Developed 10-year product roadmap and grew market share by 50% over 2 years.
* Improved contribution margin by 200% through new product portfolio launch, earning three SEMA best new product awards over 2 consecutive years.
* Secured organization’s first OEM production platform with Stellantis, the Demon 170.
* Created stages and gates process to work cross-functionally with the Goodyear Executive Leadership Team.

**OLD WORLD INDUSTRIES,** Chicago, IL **August 2019 to July 2020**  
Automotive, chemical and consumer goods company best known for PEAK Antifreeze and BlueDEF.

**Brand Manager, BlueDEF**

Responsible for conducting market research to identify opportunities for bottom line improvement, create brand go-to-market strategy and managing cross-functional teams to ensure successful execution of identified key business initiatives.

* Reversed market share erosion to recapture 70% retail market share based on syndicated and sell-out data.
* Set brand strategy through syndicated data, and price elasticity, benefits ladder, consumer segmentation, focus groups, and ethnographic research.
* Grew revenue to $200M through brand strategy, and increased profitability up to $20M for key accounts.

**MW COMPANY,** Kansas City, MO **June 2017 to May 2019**

Private equity divestiture, American subsidiary for international wheel, tires, motorsports, and accessories business.

**Division Brand Manager, MOMO & MOMO Tires**

Reporting to the Chief Revenue Officer, acted as a General Manager responsible for relaunching and managing the MOMO brand in North, South and Central America.

* Improved revenue by 75% YoY through key accounts, product portfolio, and supply chain management.
* Launched and managed $40M North American tire joint venture with two European organizations.
* Improved unaided brand awareness by 345% through licensing and digital marketing.
* Worked cross-functionally with European senior leadership to ensure execution of global business strategy.

**ENERPULSE TECHNOLOGIES,** Albuquerque, NM **September 2013 to June 2017**

Venture capital backed petrochemical and energy start-up commercializing DoE technology through technology transfer.

**Director of Sales & Marketing**

Reporting to the CEO, responsible for all non-engineering or finance driven activities such as investor relations, sales, marketing, and product management for the OEM, aftermarket, and natural gas industries.

* Grew revenue by 247% through improved distribution with new accounts and e-commerce.
* Assisted in securing venture capital funding and managing $3M IPO.

**EDUCATION**

**(In Process) Masters of Business Administration** |Northwood University, DeVos Graduate School, Midland, MI **Bachelor of Science, Business & Marketing** | University of Phoenix, Cleveland, OH

**Coursework, Business Administration** | University of New Mexico, Albuquerque, NM

**PROFESSIONAL ORGANIZATIONS**

**SEMA Wheel, Tire, Suspension & Brake Council June 2021 to Present**

Select Committee Member & Communications Chair

**Association for Corporate Growth (ACG)** **February 2024 to Present**

Member

**American Marketing Association** **June 2014 to June 2017**

Chief Marketing Officer, New Mexico Chapter