

KYLER MOREHEAD

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EXPERIENCE

Senior Product Manager

City Electric Supply, TAMCO Group

June 2021 to Present

Leading a team of four Product Managers to develop the brands of *Tamlite Lighting*, *Fusion Lamps*, *MCG (Motor Control Gear)* and *RPP (Wiring Devices and Controls)*, *Addvent (Bath Fans)*, and *1329 Wire & Cable* driving portfolio growth and business performance. (\$150M total P&L)

- Conceptualizes and develops comprehensive product roadmaps, strategically aligning product vision with market demands, customer insights (VOC), and business objectives to drive innovation, streamline development, and ensure long-term portfolio growth
- Owns and manages the entire product portfolio, guiding the Product Management team through all stages of product development. Ensure that project timelines are strategically planned, continuously updated, and rigorously followed to guarantee smooth and efficient execution
- Demonstrates expertise in driving revenue growth through strategic collaboration with Channel Partners in distribution while also enhancing customer engagement and sales via Direct-to-Consumer (e-commerce) platforms.
- Incorporates feedback and input from customers (VOC), partners and in-house teams on product strategy and finding ways to expand product market reach
- Leads competitive benchmarking activities to identify and address product gaps such as product teardowns, customer interviews, online research and other benchmarking methodologies
- Collaborates with engineering, manufacturing, and purchasing to drive cost reduction activities to maintain and grow product portfolio profitability
- Conduct comprehensive reviews and analyses of portfolio data, ensuring that the internal team is well-informed of the latest developments related to both the company's and competitors' product
- Directly supervises assigned Product Managers, delivering performance feedback, coaching, and mentorship to foster professional development and enhance team effectiveness

Accomplishments

- Successfully launched the *Addvent* portfolio, strategically targeting a new market segment for TAMCO, generating an additional \$2.5M in annual revenue.
- Pioneered the introduction of the *1329 Wire & Cable* portfolio, realigning existing product categories to enhance business acquisition and expand market share.
- Engineered a KPI dashboard on the Salesforce platform, delivering critical insights to product teams to inform strategic decisions, cascading from the category level to TAMCO's overarching business objectives.
- Reorganized the product team structure by instituting roles such as Category Specialist and Product Development Specialist, augmenting support for Product Managers and ensuring rigorous oversight of product lifecycle management.
- Fortified cross-departmental synergy between product development, engineering, and data analytics teams, streamlining communication channels and accelerating development workflows.
- Achieved a 13% increase in annual revenue across the total P&L through organic growth over a three-year period.

Product Manager

City Electric Supply, TAMCO Group

September 2017 to June 2021

Led a team of six in managing and developing the *MCG (Motor Control Gear)* and *RPP (Wiring Device and Controls)* brands, fostering portfolio growth and optimizing business outcomes.

- Managed P&L responsibilities and developed comprehensive product roadmaps to assess current performance, identify future initiatives, explore market opportunities, and outline strategies to achieve business objectives.
- Lead product development collaboration meetings across all brands to share ideas and expand on product development strategies
- Bolstered a refined training procedure for new team members accelerating capabilities of product development team(s) across organization
- Mends organizational designs of both brands to create seamless day-to-day operating procedures
- Interfaced a defined process capturing customer feedback that simultaneously feeds to product development team(s) and Engineering department adopted by entire organization
- Build and leverage vendor relationships (both domestic and foreign) to grow product portfolio and profit margins
- Coached team through product development process, analyzing KPIs, and implementing effective launch procedures
- Conducted sale-focused product trainings for branch staff and customers throughout the country
- Translated developed market penetration tool used to forecast performance and evaluate trends into reportable data
- Created innovative market strategy, coordinating with Marketing and Sales departments to execute effective promotions and create collateral such as customer trainings, website, and catalogs

Accomplishments

- Doubled annual sales, from \$10M in 2021 to over \$20M in 2022. *(RPP)*
- Increased profit margins by 45%, taking brand to one of the largest contributors to TAMCO profit. *(RPP)*
- Increased businesses average sales per branch by 52% *(MCG)*
- Developed best-in-class comprehensive training procedure to branches and customers *(MCG)*
- Successfully formed portfolio strategy for two vastly different product portfolios, understanding the unique needs for both
- Unified TAMCO's product development team(s) creating an open collaborative atmosphere for innovation
- Spearheaded company's first standard training and recruitment process developing strong product team members

Product Lead

City Electric Supply, TAMCO Group

December 2015 to September 2017

Served as brand technical expert, developing customer relations, leading all inbound inquiries and product development.

- Owned P&L management for assigned products
- Exceeded as the "go-to" contact for RPP with customers and internal departments within TAMCO
- Managed and solved conflicts with clients through excellent customer service
- Established relationships with new manufacturers and renegotiated terms with dozens of existing suppliers
- Provided support departments with tools to better overall customer experience
- Executed product development from start to finish for numerous new product categories
- Developed and conducted comprehensive presentations to drive sales and increase market penetration
- Collaborated with Marketing Department to create promotional strategies to increase revenue and promote brand
- Shared feedback on current processes to aid Commercial Director in developing new strategies

Accomplishments

- Successfully launched over \$800K in new product sales
- Grew profit margin in largest product category 30% by resourcing category from new suppliers
- Built an analysis tool in Excel to monitor raw material costs allowing us to maximize profits
- Built over four product portfolio brochures to promote focus categories

Outbound Parcel Supervisor

United Parcel Service Inc

June 2015 to December 2015

Oversaw third shift sorting and packing of parcel delivery vehicles.

- Head of training for all new team members
- Successfully motivated twenty-five team members to achieve fill rate goal
- Set company regional fill rate record three times
- Liaison between union employees and corporate to resolve concerns

EDUCATION

AS, Electrical Engineering Technology

Indian River State College, Florida

Fall 2020 to Fall 2022

SKILLS & TRAINING

- **Financial Acumen:** Demonstrated ability to analyze financial reports, understand profit margins, and make strategic decisions that positively impact the company's bottom line
- **Market Analysis & Strategy Development:** Expertise in analyzing market trends and consumer behavior to formulate effective product road map strategies that enhance market positioning and competitiveness.
- **Innovation Management:** Strong track record of fostering a culture of innovation, driving new product development initiatives from concept through launch, and adapting strategies based on market feedback
- **Presentation Skills:** Demonstrated ability to create and deliver impactful presentations that effectively communicate complex ideas and engage diverse audiences
- **Leadership Expertise:** Completed a Leadership, Team-Building, and Coaching Skills for Managers Seminar (March 2020) and possess 7 years of experience leading teams at upper and middle management levels.
- **Problem Solving:** Nine years of experience in troubleshooting and effectively resolving issues, both independently and collaboratively with cross-functional teams and departments.
- **Business Acumen:** Skilled in leveraging comparative advantages to drive financial success through strategic planning and execution.
- **Effective Communication:** Proficient in delivering clear and constructive feedback on new ideas to support executive decision-making processes.
- **Project Management:** Over nine years of experience managing multiple projects, coordinating teams, and consistently meeting tight deadlines.
- **Attention to Detail:** Detail-oriented with a systematic approach to organizing tasks and supervising team activities to ensure quality and efficiency.