

PAUL FILENKO

858.226.0928
paulfilenko@gmail.com

2884 Torrey Pines Road
San Diego, CA 92037

SUMMARY

Comprehensive strategic planning, commercial operations, and analytical expertise within technology organizations.

Key strengths include:

- Corporate strategy
- Commercial operations
- Product lifecycle management
- Competitive analysis
- Customer success
- Distributor/partner management
- Customer segmentation
- Budget management
- Negotiations & conflict resolution
- Go-to-market strategy
- Pricing
- Data analytics and presentation

EXPERIENCE

TECHNOLOGY SERVICES INDUSTRY ASSOCIATION (TSIA) San Diego, CA
Director, Customer Success 2016 – Present

- **Change Management:** Developed and implemented member engagement processes driven by customer segmentation. Worked across teams to strategically advance operations infrastructure and IT tools. Commercial deployment resulted in increased customer adoption, renewal, and expansion as well as internal scalability, and achieved revenue growth and profitability targets (100% renewal rate for Enterprise accounts).
- **Commercial Operations:** Assessed, refined, and documented department's processes related to organizational design, lifecycle motions, delivery motions, and turnaround of at-risk accounts. Generated customer-facing collateral (including customer success plans, onboarding material, and adoption reports) that ensure customers achieve desired business outcomes.

CSLD SOLUTIONS San Diego, CA
Commercial Operations Consultant 2015 – Present

- **Implementation Strategy:** Prepared market assessment and feasibility study related to implementation of state-owned lottery. Analysis involved efficiency assessment of peer lottery operations, revenue distribution and profitability planning, and technology partnership recommendations. Presentation to regulatory administration resulted in launched operations and continued consulting services.
- **M&A Analysis:** Assessed acquisition opportunity related to niche radiation detection technology. Developed growth strategy based on global market demand, value-chain analysis, and competitive advantage. Resulted in client being selected as preferred buyer by acquisition candidate's team.

EMERSON ELECTRIC COMPANY Pittsburgh, PA
Strategic Planner 2014 – 2015

- **Expansion Strategy:** Led and comprehensively supported preparation of a three-year growth plan of a \$600M process automation software/hardware business unit. Forecasted financial projections based on profitability targets, initiative objectives, and global market performance. Directed a global team in preparing customer analysis. Expanded the scope of pursued market by 15%, to \$3B, by identifying and examining adjacent market segments favorable for penetration. Evaluated prospective acquisition and business partner candidates.
- **Profitability Planning:** Coordinated preparation of financial performance review and worked across departments to identify and establish long-term and short-term savings programs. Led reporting process to track and direct defined programs resulting in \$23M annual cost reduction.

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GENERAL ELECTRIC COMPANY

Erie, PA

Experienced Commercial Leadership Program (ECLP) Summer Associate

2013

- **Product Management:** Developed a comprehensive go-to-market strategy for a disruptive mining technology. Project involved pricing, external communication strategy, pilot application, competitive analysis, and customer segmentation. Results included quantified differential value proposition, promotional content, identified target customers in key geographies, quantitative models for evaluating pipeline products, and a detailed 6-month plan preparing for product release.
- **Strategic Growth Planning:** Generated in-depth competitor analysis and global regional market study of the \$18B underground mining industry in an effort to identify target opportunities. Proposed technologies and geographies to pursue through organic and inorganic growth and developed an action plan for subsequent stages of progress.

PPG INDUSTRIES

Pittsburgh, PA

Marketing MBA Intern

2012

- **Research Commercialization:** Identified and developed a market entry strategy for a \$22M biochemical technology opportunity. Explored markets through quantitative analysis, market research, and cross-functional and external interviews of over 200 industry specialists and strategic partners. Developed a business case based on growing demand for a biotechnology solution related to the impact of chemical effects on human hormones.
- **Business Development:** Identified portfolio expansion opportunities for two business units where newly-developed chemical technology would drive revenue growth. Facilitated cross-company partnerships assessed at \$16M in annual revenue.

METSO CORPORATION

Canonsburg, PA

Structural Engineer

2007 – 2011

- **Project Management:** Led and managed cross functional teams. Spearheaded the planning, development, implementation, and closeout of major capital equipment installations and service projects (total revenue of \$190MM). Served as vital link between clients, site personnel, engineering, and management. Extensively worked in China, Brazil, Ukraine, Australia, and North America.
- **Sales:** Charged with driving new product sales. Organized and conducted international site visits to introduce clients to innovative products and equipment. Showcased the immediate and strategic advantages of utilizing the new product. Team efforts resulted sales of \$28MM in Belarus and Russia.
- **Leadership:** Conceived an alternate approach to operations which eliminated the need to spend \$1.5MM to establish a new office. Recruited and trained new employees. Significantly increased communication efficiency, productivity, and quality of output for projects in Eastern Europe and China. Resulted in flawless execution of a ground-breaking \$13MM project.

EDUCATION & CREDENTIALS

CARNEGIE MELLON UNIVERSITY, Tepper School of Business

Pittsburgh, PA

Master of Business Administration (MBA) – Marketing, Strategy, and International Business

2013

UNIVERSITY OF PITTSBURGH, Swanson School of Engineering

Pittsburgh, PA

Bachelor of Science (BS) in Civil and Environmental Engineering – Structural Engineering

2006