

# HARPER LEWIS

## Market Development Manager

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### PROFESSIONAL SUMMARY

Visionary Market Development Manager with 7 years of experience driving revenue growth and expanding market share. Skilled in identifying emerging market trends and crafting innovative strategies to enhance brand visibility. Committed to building strategic partnerships and leveraging data analytics to exceed business objectives and deliver measurable results.

### WORK EXPERIENCE

Market Development Manager Mar / 2021-Ongoing  
Quantum Solutions LLC Phoenix, AZ

- Utilized a combination of engineering, marketing, and market analysis to pinpoint lucrative growth segments and formulate annual and long-term penetration strategies.
- Executed growth strategies to unlock new revenue streams by capitalizing on core product offerings.
- Coordinated cross-functional teams to assess customer needs, industry trends, and competitive landscapes.
- Developed strategic alliances with vendor partners to recommend effective promotional strategies.
- Participated in trade associations and technical committees to support product category development.
- Launched four innovative fastener products, contributing to a significant increase in revenue within two years.
- Conducted market research and feasibility studies for specialized fasteners tailored to critical applications.

Market Development Manager Mar / 2018-Mar / 2021  
Cactus Creek Solutions Phoenix, AZ

- Built and maintained relationships with executives across North and South America to promote products and services, focusing on the Marine Industry.
- Followed up with prospects and existing clients to provide information, secure sales orders, and facilitate training registrations.
- Communicated the company's vision and offerings through corporate and small group meetings, presentations, and personalized consultations.
- Secured approvals from Classification Societies for the application of products in various industries.
- Raised awareness of Maintenance Repair Solutions in the Marine and offshore sectors through extensive customer outreach.

### EDUCATION

Bachelor of Business Administration Mar / 2015-Mar / 2018  
University of California Seattle, WA

Focused on marketing and business strategy.

### SKILLS



### INTERESTS

Reading Music  
Blogging Yoga

### STRENGTHS

Competitiveness Gratitude  
Perseverance Agility

### LANGUAGES



### ACHIEVEMENTS

- Increased market share by 25% through targeted marketing initiatives.
- Successfully launched 4 innovative products, generating \$2M in new revenue.