

Scott Friderich, PMP

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A research program leader specializing in product development, qualitative research, and product strategy with a fifteen year history of successes in medical supplies, personal care products, and non-profits. Built effective teams improving the sales and profits on global brands. Looking to lead organizations in new directions by discovering untapped business opportunities and meeting these challenges with value-added insights.

Areas of Expertise

- New Product Development
- Project Management
- Strategy Development
- Medical Device Business
- Consumer Packaged Goods
- Health and Hygiene Business
- Qualitative Research
- Focus group moderation
- Non-profit

Career History

Clarity Research LLC, Founder and Principal: June 2009 - present

- Developed the market analysis, income models, and product development strategy, for Endo|Bath- a \$3.2 million medical device start-up focusing on the disinfection of endoscopes.
- Performed primary market research to identify the critical elements in the decision making process of generous philanthropic grants (exceeding \$250,000 annually) for the Maclellan Foundation.

Kimberly-Clark Professional Health Care, R&D Research Program Leader: November 2006 – June 2009

- Produced a product development roadmap for sterilization packaging that launched three new product development projects in 2009 with a combined net present value of more than \$200 million for Kimberly-Clark Healthcare. Determined the plans and budgets for these projects representing more than \$4.3 million in research expenditures and labor in the 2009 and 2010 R&D budgets and worked with the Director of Research and Development and Director of Global Business Strategy to execute these plans.
- Developed a process of creating a strategic product development roadmap by integrating direct market research and analysis of the market landscape. This methodology became a template used to lead strategic marketing and research teams to create global product development strategies for Kimberly-Clark's \$800 million medical supplies business: sterilization packaging, surgical drapes, surgical gowns, and exam gloves.
- Supported the global portfolio of current products by ongoing evaluation of competition and the shifting regulatory environment to develop tactical responses to competitive threats.
- Designed conjoint and pricing studies to help the strategic marketing team determine optimal price points and value propositions for new products.

Perimeter Global Associates, Research Director: May 2002 – November 2006

- Managed the data for twenty-seven nations reporting annual results to the board of directors. In addition, actively mentored and trained researchers from Ireland, France, Greece, Czech, Slovakia, Slovenia, Russia, Romania and Ukraine. Also conducted ethnographic site interviews and evaluations for church growth in Kazakhstan, Ukraine, Romania, and Czech Republic.
- Acted as a consultant to Campus Crusade for Christ Eastern Europe to create a strategic measurement system. Designed a research program to determine performance metrics that involved interviewing senior leadership as well as personally conducting cross-lingual focus groups in Hungary, Romania, and Ukraine. Used this research to deliver a roll-out proposal for an internet based measurement system.
- Designed a research study using a Wisdom of Crowds approach to generate a statistical estimate of the spiritual beliefs of Europeans. This methodology produced a result with a +/- 0.5% variance over a population of more than 724 million people. The results of this study are now used by the leading publication for global statistics in this area of interest.
- Worked to create the European Missions Research Group (emRG): a first of its kind community of practice that has provided more than four networking conferences since its inception as well as a web portal for data sharing.

Kimberly-Clark Corporation, Research Scientist and Team Leader: June 1994 – April 2002

- Invented Kimberly-Clark's first method for quantifying the containment function for Disposable Personal Care Products. Bench tests developed from this method were used to measure and evaluate long range options for improved containment in Disposable Personal Care Products. This work produced one patent (6,767,852 - Stretch edge elastic laminate) and three additional patent applications.
- Led the commercialization team for Kimberly-Clark's first multinational value tier diaper- Huggies® Dry Comfort. This involved coordinating the activities of my team in the United States with the regional business teams in Manila and Bangkok. Furthermore, coordinated the harmonization of designs across manufacturing platforms in China, India, Thailand, Philippines, and Malaysia with the operations teams in each of these nations. The multi-national Huggies® Dry Comfort product made Kimberly-Clark the #1 or #2 market share leader in each of the countries in which it was sold.
- Managed the US-based product development team for value and economy diapers in East Asia. The team produced new economy diaper designs for Philippines, India, and Thailand as well as identified a key absorbent material improvement that could be implemented on Huggies® brand diapers globally.

Education and Certifications

- **Georgia Institute of Technology**, Atlanta Georgia, GPA: 3.4 / 4.0 (TOP 10% OF CLASS), June 1994
BACHELOR OF CHEMICAL ENGINEERING, MINOR IN HISTORY
- **AORN OR Protocol**, HealthStream, March 2009
- **Certified PMP** (Project Management Professional), PMI, September 2009