

Scott Friderich, PMP

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A product development program leader specializing in new products, voice of the customer, 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 the development and implementation of product strategy derived from the synthesis of customer insights, organizational capabilities, and core values.

Areas of Expertise

- New Product Development
- Voice of the Customer
- Marketing Research
- Consumer Packaged Goods
- Project Management
- Stage – Gate Process
- Strategy Development
- Medical Device Business

Career History

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

- Produced a market feasibility study for a movie theater investment in an unreached rural Tennessee market showing potential annual revenue of \$1.1 million.
- Developed the market analysis, income models, regulatory strategy (510k), and product development strategy, for EndoBath- 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.
- Developed and implemented a web based survey to assess the religious world view of the residents of London, UK. The survey results provide new perspective on existing government data that challenges the conventional wisdom on philanthropic work in London.

Kimberly-Clark Professional Health Care, Concept Development 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. Collaborated with the Director of Research and Development and the Director of Global Business Strategy to execute these plans.
- Led cross functional teams of marketing, legal, R&D, regulatory, branding, and supply chain personnel through the early stages of product development and identifying project leaders to commercialize new concepts for sterilization packaging. This concept work has produced more than five patent applications.

- Developed a process of creating strategic product development roadmaps by integrating direct research and analysis of the market landscape. This involved interviews and contextual observation with more than 300 surgeons and clinicians in Australia, the United States, and Europe. This methodology became a template used to lead 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.

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

- Managed the data for twenty-seven nations reporting annual results to the board of directors. Mentored and trained researchers from Ireland, France, Greece, Czech Republic, Slovakia, Slovenia, Russia, Romania and Ukraine. Conducted ethnographic interviews and evaluations for church growth in Kazakhstan, Ukraine, Romania, Thailand, and Czech Republic.
- Consulted to a global student organization 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 crowd sourcing approach to generate a statistical estimate of the spiritual beliefs of Europeans producing results with a +/- 0.5% variance over a population of more than 724 million people. This study is now used by leading publications for global statistics in this area of interest.

Kimberly-Clark Corporation, Product Development Team Leader: June 1994 – April 2002

- Led the commercialization team for Kimberly-Clark's first multinational value tier diaper- Huggies® Dry Comfort: coordinating the activities of a cross functional team in the United States with the regional business teams in Manila and Bangkok and harmonizing designs across manufacturing platforms in China, India, Thailand, Philippines, and Malaysia with indigenous operations teams. 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.
- 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 and three additional patent applications.

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