

Johan Holmquist

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Summary

Sales & Marketing Executive with broad experience and record of success in medical, dental, and international markets. Results and P&L oriented individual with a collaborative management style and straightforward approach. Strengths include the development and implementation of strategic plans, new market and product development, setting up marketing and sales departments for new divisions and start-up companies, global marketing and sales, and new business development.

Professional Experience

North American Clinical Lasers, Ltd., Denver, CO

11/06 - Present

Business Consultant

- Business Consultant working for a start-up company based in Denver, CO, that is looking to import, market and sell clinical lasers to the dental, medical and veterinary markets in North America. Activities include creation of a Strategic Business Plan, presenting to VC, Angel investors and banks for funding, setting up distribution channels and service agreements, creating pricing, marketing and sales strategies.

Dentsply Tulsa Dental Specialties Inc., Lakewood, CO

4/06 – Present

(Formerly Dentsply Friadent CeraMed)

Sr. Product & Marketing Manager

- Sr. Marketing Manager responsible for \$2M marketing budget for \$25M division of Dentsply International. Product Manager for \$10M implant product group, handling product launches, product maintenance, promotions, and updates. Division recently merged with out Dentsply Tulsa division and is moving to Tulsa, OK, on 3/31/07.
- Manage all marketing functions, including advertising, promotion, tradeshow, literature, sales training and product management. Department currently consists of 2 graphic artists, tradeshow associate manager and marketing coordinator.

Smiths Medical ASD, Inc. (formerly DHD Healthcare), Wampsville, NY

12/03 – 3/06

Group Marketing Manager

- Marketing Manager responsible for \$52M product range within a \$300 million medical products division. Smiths Medical is a division of Smiths Group plc based in the UK.
- Manage all marketing, product management and tradeshow functions, including literature, advertising, market research, new product launches, trade shows and sales training. Department currently consists of 3 product managers and 1 marketing coordinator.
- Products include disposable injection molded plastic respiratory care devices used by patients to manage or treat COPD, Asthma, Cystic Fibrosis, and other respiratory Conditions

Heraeus Kulzer, Inc., Armonk, NY

11/01 – 12/03

Regional Sales Manger

- Sales Manager responsible for \$16 million budget in Laboratory Sales Division for privately held global dental products company. Manage Region covering Eastern US and Canada and comprising 7 sales representatives. Products include dental alloy, porcelain, denture teeth and materials, and equipment. Report to Director of Sales.
- Work with sales representatives directly to close large volume dental laboratory accounts and

to increase their sales effectiveness. Instituted reporting system for division that streamlined previous system and decreased reps office time. Helped develop new employee training program for laboratory sales reps that was not in place when I started.

- Managed Top Region in 2002; had #1 and #3 reps in country; My Michigan Rep was promoted to Central Regional Manager under my tutelage.

American Fiber & Finishing, Inc., Westford, Massachusetts

4/98 – 5/01

Director of Sales & Marketing – Medical Products Division

- Senior manager for \$15 million medical division for Textile Company. Products include medical gauze, cotton/rayon balls, pharmaceutical coil, and cotton rolls. Responsible for marketing, sales, and customer service. Report directly to President/CEO.
- Initiated entry into alternative markets (food service, veterinary, dental) that were untapped in 1998 – Sales built to \$4 million in 2000. Responsibilities included identification of new business opportunities, product research and development and marketing.
- Successfully met annual sales increases to budget in 1999 and 2000 despite losing over \$3 million dollars in sales of pharmaceutical coil due to industry trend of eliminating this product from their packaging. Grew business over 20% per year.

Ivoclar North America, Inc., Amherst, New York

9/91 – 3/98

International Sales & Marketing Manager 1/94 – 3/98

- Senior International Manager for \$16 million dental alloy division for global dental products manufacturer. Products included dental alloy, dental ceramics and laboratory equipment.
- Created and implemented worldwide strategic marketing plan in support of 56 country sales and distribution organization
- Initiated and implemented the start-up of our German sales subsidiary in 1995. Hired senior management, selected office location and developed sales, marketing and product strategy in conjunction with country personnel. Achieved sales budget in each of 1st three years.
- Coordinated new product development direction based on market needs
- Investigated and developed new distribution channels in new markets
- Manage the business strategies and budgets of three subsidiaries in Germany, France, Spain
- Achieved sales, profit and expense budgets for all 4 years (Averaged 35% sales increase per year)

Assistant Marketing Manager - International 9/91 - 12/93

- Developed and implemented international marketing plan and marketing/sales support program. Created marketing and sales programs for new products and service, determining new product needs, requirements, packaging and sales strategies
- Marketing activity includes new product idea generation and introductions, advertising design and coordination, marketing research coordination, support literature design and production

Education

State University of New York at Buffalo

Degree: Masters of Business Administration, 1991 (GPA: 3.7)

Alfred University, Alfred, New York

Degree: Bachelors of Science, January 1987 (GPA: 3.3)

Personal

Fluent in English, German and Swedish, basic knowledge of French

Lived in Sweden, Denmark, England, France, Germany, Austria, USA