

# JEFFREY B. WEISBERG

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## STRATEGIC ADVISORY & PRODUCT MANAGEMENT

*Growth Strategy • Scenario Planning • Innovation*

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Accomplished entrepreneurial strategist and visionary marketing leader. With 14+ years consulting and product management experience, elevating the profitability, visibility, innovation, and performance at leading organizations in diverse industries. Adept at creating and executing tactical plans that enhance brand image, fuel revenue growth, and boost recognition/market share on national and international platforms. Active listener and relationship builder with expertise in orchestrating:

- Business Model Development
- New Product Development
- Lifecycle Product Management
- Qualitative/Quantitative Analysis
- Consumer Insights
- Social Commerce/Media
- Competitive Intelligence
- Disruptive/Sustainable Innovation
- Product Road Map Evaluation
- Trend Forecasting/Tracking
- Open Innovation Systems
- Strategy Consulting

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## PROFESSIONAL EXPERIENCE

### **Innovation Consultant & Director of Strategic Initiatives**

**KEYSTONE MANAGEMENT CORPORATION** – Philadelphia, PA.

2007–Present

*Niche provider of strategic and management consulting services to foster market growth.*

Lead strategy, business development and engagement management services in diverse industries, including life sciences & healthcare, publishing & media, food services, legal & professional services and technology & information management. Evaluate customer needs and market opportunities to devise innovative business models and product strategies that improve the consumer experience. Clients include Roche Diagnostics, Summit Media, Lodestar, BrandLink and think tank, Macrolabs. Worked closely with Senior Executives and Business Unit Team Leaders.

- Transformed business model of a Fortune 200 corporation's \$13B business unit by reformulating 10 year product road map and overhauling short-term product strategy.
- Created and maintained intelligence gathering platform to evaluate global trends, opportunities, and threats.
- Parlayed road map development success into a \$1M engagement to monitor trends, and performed quarterly SWOT analyses for a top performing Product Management IMS Team Director.
- Conducted multiple country qualitative/quantitative research and industry-specific thought leader interviews.
- Developed and delivered in-depth executive level presentations of findings that supporting completed analysis and offered road map/strategic partner/acquisition recommendations to Senior management.
- Co-invented and filed mobile telephony related intellectual property, negotiated equity and terms among stakeholders, identified potential vendors and assembled start-up management team.
- Worked with Director of Investments, Information Technology and performed due diligence on seven early stage companies for a Philadelphia-based private equity group.
- Crafted methodology to monetize and securitize intellectual assets for a UK-based foundation and trust.
- Advised leadership and oversaw design/development of e-commerce and social media for Internet start-ups.

### **Product Manager / In-House Strategy Consultant**

**GAIA ENTERPRISES** – Richboro, PA.

2003–2007

*Leading manufacturer of specialty snow and ice melting products.*

Recruited by Vice President of Sales & Marketing as the in-house consultant for product management and strategy. Defined LOHAS global marketing and branding strategy. Identified strategic opportunities. Coordinated promotional initiatives and administered agency relationship for program execution.

- Repositioned non-salt-based ice melting product as the leading paver-safe, pet-safe, and environmentally sound alternative ice melter product available throughout the U.S. and international markets.

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Page Two • Jbweisberg@gmail.com • 267.432.1519

- Propelled product market share to 75%, leaving less than 20% to top 2 competitors combined in crowded market.
- Secured high-profile feature spot on *The Martha Stewart Show*.
- Captured EP Henry alliance, and obtained catalog/trade show showcase that spurred product line expansion.

## **Founder & Principal Consultant**

**WINERGY** – Langhorne, PA.

1999–2003

*Provider of strategic consulting services for consumer goods, chemistry & life sciences, information technology, financial services, and entertainment industry clientele.*

Assembled and led 6-person management consulting team through all phases of client engagement. Established and cultivated relationships with executives and operations leaders through networking, prospecting, and referral selling.

- Performed industry, product, and market/economic trend analysis to identify emerging opportunities.
  - Crafted strategies for new market entry, improved market penetration and prepared comprehensive business acquisition, IPO, and growth plans.
  - Initiated senior level relationships for Dubai based corporation with Wal-Mart, The Gap, Home Depot, Levi Strauss, Toys “R” Us, Victoria’s Secret, and Martha Stewart Living for Middle East market entry opportunities.
  - Managed, designed and facilitated implementation of U.S. market launch strategy complete with development of e-commerce site for Italian-based telephony marketing provider Mobile Village srl.
  - Devised strategy to securitize unsold media to bolster publicly trading small cap companies balance sheets.
  - Orchestrated detailed SWOT analysis in preparation for a Fortune 500 corporation spin-off.
  - Examined client marketing strategies/frameworks to advocate improvements that delivered 25% average savings.
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## **ADDITIONAL EXPERIENCE**

### **Account Executive**

1998-1999

**B-12** – New York, NY

- Maintained existing accounts, oversaw new business growth, and developed multimedia marketing campaign including International Foods and J.C. Decaux.
- Created novel pitching methodology for The Weather Channel and NAYA Inc.

### **Account Manager**

1996-1998

**BEYOND INCORPORATED** – New York, NY

- Assessed opportunities and coordinated development of theatre productions and destination resort services.
  - Expanded market presence by initiating relationships with C-level executives at Fortune 500 companies, military leaders, and key entertainment industry stakeholders.
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## **EDUCATION & AFFILIATIONS**

**Bachelor of Science in Business Administration/Management**, Monmouth University – West Long Branch, NJ

**Business Model Innovation Master’s Certificate Program Candidate**, IXL Center Innovation – Cambridge, MA

*Affiliations:* WOMMA ~ World Future Society ~ PSVK’s PurpleList Expert ~ Happy Spotting Trend Spotter Member

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## **TECHNICAL SKILLS**

*Operating Systems:* Microsoft Windows, Mac OS X, UNIX

*Languages:* HTML, XML

*Tools:* Microsoft Project, Microsoft Office Suite, Adobe Creative Suite, Huddle, Confluence