

## SCOTT HESSELL

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### SUMMARY

Innovative and analytical marketing executive with over 15 years of experience contributing to domestic and international business development programs and creative marketing and product development plans. Participate in executive-level discussions and strategic organizational planning to develop markets for companies in a variety of industries.

### PROFESSIONAL EXPERIENCE

#### Hessell Ventures

*Managing Partner*

**Tucson, Arizona**

*2004 to Present*

Consulting practice principally focused on key sales, marketing and business development activities in life sciences and other consumer-related products.

*Major Accomplishments:*

- Partner in startup educational simulation software company targeted on the retailing industry; product offering focused on both the academic and professional training and education market.
- Negotiated startup funding from leading Canadian-based distributor and strategic partner for Inspirian Health, L.L.C., a startup respiratory care device manufacturer. Designed and wrote provisional patent for the company's first product. Managed company's ISO13485 certification program.
- Led development of a comprehensive business plan and financial projections for Aeon Lifecare Limited, Pvt., a Delhi, India based company, developing a healthcare network in key northern states of India. Led collaboration with company executives in plan presentation to multiple hedge fund managers seeking \$45 million in startup capital.
- Managed all early-stage marketing and business development for bioVidria, Inc., a startup biotech company in development of a new surface coating for life science assay consumables.
- Conducted extensive international market analysis and developed comprehensive marketing strategy for Rowpar Pharmaceuticals, an oral health pharmaceutical company.
- Contracted with medical device companies to develop core marketing strategies, establish supply chain management and advise on business development strategies. Clients included:
  - A startup respiratory care medical device manufacturer.
  - A manufacturer of patient transport devices.
  - A top U.S. manufacturer of insulin syringes and related products.

#### Thayer Medical

*Chief Operating Officer/Director of Sales and Marketing*

**Tucson, Arizona**

*2000 to 2004*

Led critical business functions of operations, sales, marketing, product management and finance at growing medical device company involved in the research and development, marketing and manufacturing of respiratory care products.

*Major Accomplishments:*

- Developed a strategic channel partner network across the United States, Canada, Mexico and Europe, spring-boarding market coverage from 1 country with 50 specialty representatives to 10 countries with 600+ representatives (130+ specialty reps; 470+ non-specialty reps).
- Boosted gross profit margin of new product launches by 50% compared to historic performance as a direct result of improving product costing and pricing structures.
- Generated 15% of annual company revenue over a 6 month period as part of overseeing the marketing communications, dealer network training and operational launch of 2 new products.
- Directed activities of 32 person independent sales force including field training and team sales activities with key accounts.

**Thunderbird School of Global Management****Glendale, Arizona***Senior Consultant/Engagement Manager*

1996 to 2000

Oversaw activities associated with the development of Thunderbird's consulting operations including day-to-day aspects of client acquisition and development, consultant selection and supervision, and overall strategy development of consulting engagements.

*Major Accomplishments:*

- Analyzed China and Mexico market potential of a new computer based accounting and inventory service being offered by IBM, including focus groups and executive-level interviews.
- Managed Coca-Cola consumer survey programs spanning Mexico, England, Belgium, France, Germany and Spain.
- Supported a Southeast Asia expansion initiative for Johnson Controls, including Thailand and Malaysia, by conducting a comprehensive marketing and distribution study.
- Propelled business growth for a key computer peripheral manufacturer by identifying and qualifying potential business partners in Mexico.

**Note:** Additional career history includes role as Senior Policy Analyst (1988-1994) at Kansas, Inc. in Topeka, Kansas; Senior Lecturer and Lundgren Teaching Fellow at the Norton School of Family and Consumer Sciences at the University of Arizona (2008-present) and Adjunct Professor of Business at Northern Arizona University (2005-present) and Pima Community College (2003 - 2007). Selected as a McGuire Entrepreneurship Scholar at the Eller School of Management at the University of Arizona (2009).

**EDUCATION****Thunderbird School of Global Management****Glendale, Arizona**

MBA in International Management

May 1996

Capstone coursework in industrial marketing, finance, accounting, and strategy

*Projects/Accomplishments:*

- Corporate consulting project for leading residential real estate development company – investigated market potential for 10,000 acre mixed used residential/commercial development in Arizona.
- Member of winning team in IBM marketing strategy competition.
- Collaborated in development of case series in organizational design and behavior with lead faculty member.

**University of Kent****Canterbury, England**

Master of Arts in International Relations

September 1986

**University of Paris – Sorbonne****Paris, France**

Cours de Civilisation Francaise

June 1984

**ADDITIONAL SKILLS/EXPERIENCE**

- *Presentation skills:* conducted numerous executive-level sales training, marketing, and other business development presentations.
- *Forecasting:* strong background in developing complex simulation-based (Monte Carlo) business models including sensitivity analyses.
- *Staff management:* managed a variety of personnel including middle managers, non-exempt production workers, and student interns.
- *Relationship management:* strong background in developing profitable supply chain relationships through consultative selling and partnering activities.