

KEVIN JAMES REITZ

KEVIN.J.REITZ@GMAIL.COM

*Thirteen years of professional experience in product management and marketing.
Trilingual specialist in branding, market analysis, event planning and sales.
Strong root cause analysis, lean process, and supplier management background.*

AREAS OF EXPERTISE

- International Sales, Marketing, & Sales
- Event Planning & Organization
- Team Leadership, Training, & Mentoring
- Microsoft Suite, Adobe, & Minitab
- Operations, Product, & Project Management
- Manufacturing, Inspection & Packaging
- Lean Six Sigma Process Improvement
- Waterfall, Agile, & Scrum PM Methods

PROFESSIONAL EXPERIENCE

Great Leap Brewing, Beijing, China 2013-2015
Beijing's first craft brewery, producing 40,000L per month with 2M USD annual sales over three retail locations.

Marketing Director • Cicerone Certified Beer Server

- Strengthened brand awareness with a focused realignment of social media, in-house customer experience, and consistent marketing message.
- Increased positive customer reviews as interim tap room manager, making GLB #1 on Trip Advisor.
- Improved off-peak sales by using consumption statistics and customer feedback to restructure promotions.
- Strengthened brand loyalty by creating a mug club for VIP customers while developing an active engagement and feedback loop.
- Planned, marketed, and executed on-site operations for GLB's Beijing Invitational Craft Beer Fest.

Deluxe Stitcher, Hangzhou, China 2012-2013

Marketing and Business Development, China Region

- Built marketing strategy for Chinese market and expanded dealer and customer network throughout China.

US/Grant Technologies, Beijing, China 2008-2012

Design, development and project management with an extensive network of Chinese manufacturing partners.

Senior Product Manager • Quality Director

- Ensured on-schedule delivery of hardware products by managing engineering, supplier, and inspection teams.
- Improved rejection rate by designing, implementing, and auditing manufacturing, inspection, and packaging procedures with a focus on lean theory.
- Developed employee cross-training program by creating a Quality Systems Manual for ISO certification.

Trimble Navigation Ltd., Westminster, CO 2002-2008

A leader in advanced GPS technology and mobile solutions.

Product and Project Manager – 2005-2008

- Coordinated all product development efforts working closely with engineering, marketing, and support teams.
- Engaged customers with product demonstrations and Q&A sessions and implemented product upgrades based on customer feedback.
- Project Manager for inventory reduction and China RoHS compliance projects across many divisions.

Test Engineer – 2002-2005

- Developed the beta and HALT testing programs for releasing integrated GPS receivers.
- Provided marketing with performance analysis against competitors products.

EDUCATION & TRAINING

BS in Geophysics • BA in Spanish, University of Colorado at Boulder, 2002

Lean Six Sigma Greenbelt, The George Group, 2007

Chinese Proficiency, HSK 2, That's Mandarin, Beijing, 2011

Certified Beer Server, Cicerone, 2015