

# GREGORY L. DRAGIA

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## Global Strategic Marketing & Business Development Professional

Strategic marketing and business development executive leading sales and marketing teams for expansion and entry into domestic and international markets. Broad international experience driving multi-million dollar commercial development projects for global opportunities. Track record of identifying, assessing, and leading new business development projects and programs, and structuring complex transactions and agreements including alliances, JV's and acquisitions. Proven leadership, negotiating and influencing skills, and ability to achieve goals through teamwork, collaboration, and relationship management in matrix and entrepreneurial organizations.

- Commercial & Marketing Team Leadership
- Highly Engineered Product/System Sales
- Developing/Opening Global Markets
- Strategic Marketing Plan Development
- Complex Agreement Structuring
- P&L Responsibility

### PROFESSIONAL EXPERIENCE

**TAYLOR WHARTON CRYOGENICS**, Mechanicsburg, PA 2009 - Present  
*Leading global cryogenic storage company owned by Private Equity firm (Wind Point Partners) with operations and customers in Asia, Europe, and the Americas.*

#### ***Vice President of Marketing & Business Development, Consultant***

Hired to assess strategic marketing efforts and drive revenue growth from new and existing opportunities as the company emerged from bankruptcy. Developed marketing plans and go-to-market strategies for current product lines and new, high growth initiatives.

- Led development of entry/expansion strategies of 4 product lines, including pursuit of 3 acquisition targets.
- Established new product development system (Stage Gate) and implemented steering team committee which streamlined process - reducing time to market - and uncovered and initiated 3 new strategic opportunities.
- Initiated companywide strategic marketing reviews, leading to rationalization of target markets and new product development efforts; enhancement of channel and product strategies; and implementation of branding, advertising, and promotional strategy.

**THE LINDE GROUP (FORMERLY BOC GROUP)**, Murray Hill, NJ 2002-2009  
*Leading global chemical and engineering company (\$15B sales) with operations and customers in 100+ countries.*

#### ***Head of Business Development - LNG (2007-2009)***

Led global teams to identify, structure, and negotiate new growth opportunities. Developed high level international relationships with potential customers and partnered with senior management teams to create strategic plans and options for each country.

- Developed business opportunities with revenues in excess of \$100M by leading customer/partner meetings to establish business cases, negotiate agreements, and lead customers/partner meetings for a new high growth product line in the energy sector.
- Collaborated with leadership teams in key global markets to develop and lead entry/expansion strategies, gaining entry/expansion in 5 new markets.
- Established product line leadership in small scale LNG from leading strategic expansion initiatives in South America, Asia, and UK.

#### ***Vice President – Business Development, BOC (2004-2006)***

Promoted to management and governance of several start-up businesses and business development projects with a staff of 75. Held full P&L responsibility (\$25M sales), including sales, marketing, and operations.

- Led purchase and integration of technology service business, established new team, improved operating profit by 25%, and incorporated technology into base business.

- Spearheaded global High Temperature Superconductivity Program (HTS) including day-to-day operations, and business and IP strategy leading to new the development of a new high growth product line.
- Member of a steering committee that approved and oversaw over 30 global business development projects, programs, and services.
- As a member of the Board of a Canadian hydrogen storage company, changed strategic direction and end losses.

***Director – Business Development, BOC (2002-2004)***

Led the evaluation and due diligence of new business opportunities including the review, valuation, and negotiation of agreements (start-up, partnership, leasing, technology purchase). Provided strategic options and recommendations on acquisitions, divestitures, and new business opportunities.

- Completed four transactions valued at over \$20M directly leading to growth of new business segments.
- Led strategic initiative and successfully negotiated project and related IP agreements with Japanese and US partners for the introduction of a high-tech EPC and service product line.
- Recognized go-to person that provided critical financial analysis for ventures.

**DAIRY FARM INTERNATIONAL, SUBSIDIARY OF JARDINE MATHESON** 1998-2001

*Leading consumer goods retailer and manufacturer in the Asia Pacific Region (\$7B sales) and operations and customers in 10 countries.*

***Director of Business Development, Hong Kong, China (2000-2001)***

Selected to lead companywide business development initiatives across the Asia Pacific Region. Advised CEO, CFO and other key leaders on strategic initiatives and risks related to new business development opportunities, including acquisitions and divestitures.

Led and collaborated on the business case development, due diligence, negotiations, and relationship management of several international joint ventures, licensing agreements, acquisitions and divestitures.

- Completed three transactions valued at more than \$250M.
- Developed business case, conducted extensive due diligence, and led the negotiations for Philippine strategic alliance designed to support corporate initiative to expand footprint.
- Conducted research study and developed entry strategies for Vietnam and Korea.

***Division Head, Auckland, New Zealand (1998-2000)***

Hired to rebuild and turnaround business to support corporate strategy to sell the business. Held full profit and loss responsibility (\$150M in revenues, 800 team members (300 direct), and 85 nationwide outlets) for a manufacturing and retail division. Utilized strong consensus building and collaboration skills, spearheaded a major restructuring effort involving alliances, processes, human resources, and assets.

Led successful turnaround of the manufacturing, distribution and retail operations. Restructured head office operation reducing expenses by over \$500K annually; increased retail sales by 8% and margins by 3%.

- Developed marketing plan and new brand that enabled premium pricing.
- Established long-term contracts reducing product costs by over \$750K annually and
- Aligned manufacturing operations with core product lines, eliminating unprofitable products, reducing head count resulting in reduction of over \$1M annually.

**EDUCATION**

**UNIVERSITY OF VIRGINIA, Darden Graduate School of Business** Charlottesville, VA  
Master of Business Administration (MBA) 1998

**RUTGERS UNIVERSITY** New Brunswick, NJ  
Bachelor of Arts, **Economics**, specializing in **Corporate Finance** 1989