

# LAWRENCE R. THOMPSON

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## Leadership Profile

*Driving Product Differentiation | Delivering Record Business Growth | Reviving Stagnant Brands*

Forward-thinking leader with proven success in sparking business and marketing operational solutions that propel competitive market advantage, explosive revenue growth and product distinction for global brands. Repeatedly handpicked by company leaders to build solid infrastructure, devise credible sales messaging and overcome “seemingly impossible” marketing challenges for highly commoditized healthcare brands. MBA degree in Marketing.

### Core Competencies

**Market, Revenue & Profit Growth – Product Differentiation – Budgeting/P&L Management  
Marketing Activation – Global Brand & Category Management – Marcom Strategy & Campaigns  
Customer Loyalty & Segmentation – Market Research & Analysis – Global Product Launches  
Market Entry & Repositioning Strategies – Direct Marketing – B2B & B2C Channel Development  
Media & Public Relations – Multimedia Collateral Development - Tradeshow Marketing  
Cross-Functional Team Leadership – E-commerce Solutions – Strategic Partnerships & Alliances**

### Key Leadership Value Offered

- ✓ **TALENT DEVELOPMENT:** Strong record of coaching, grooming and mentoring high-potential employees for internal leadership roles in large, growing companies.
- ✓ **MARKETING FORECAST & ANALYTICS:** Ability to formulate highly accurate, precise marketing and financial forecasts that support aggressive revenue objectives for healthcare products.
- ✓ **NEW PRODUCT LAUNCHES:** Skilled at balancing regulatory requirements, customer preferences and shifting market demands to develop new products and organize highly successful launches / go-to-market strategies.
- ✓ **PRODUCT MARKETING:** Natural talent for conceiving credible sales messaging and marketing tactics that revive stagnant products/brands and create lucrative product differentiation.
- ✓ **CHANGE MANAGEMENT:** Entrusted by senior management to incorporate “Oz Principle” leadership style and management approach that drive accountability, increase productivity and reinforce organizational alignment.

***“He is an outstanding listener and can quickly grasp the nuances of both strategic and executional complexity and translate needs into specific actions” – Senior Management***

## CAREER HISTORY & PERFORMANCE IMPACT

**JOHNSON & JOHNSON CORPORATION – Atlanta, GA**

**2002 to present**

*Overview: Progressive experience and rapid promotion to key leadership roles in new product development, product marketing and product management—currently hold VP-level responsibilities. Key roles and results:*

**SENIOR MARKETING DIRECTOR, Surgical & Infection Prevention (2012-present)**

**Leadership Scope:** *Tapped by senior management to oversee largest marketing team for new, \$700M spinoff business, Halyard Health. Drive product differentiation and marketing strategies for highly commoditized brand.*

- ✦ Enhanced and improved accuracy in sales forecasting process to increase cash flow and support corporate growth objectives through rapid investment and acquisition of medical device companies.
  - Achieved financial forecast accuracy 94.2% and 99.53% in 2016.
- ✦ Structured and negotiated 3M initiatives that spurred close to \$1M in payments and net profits of \$750K.