GREGG S. LAO

Monterey Park, California 91755
818-572-3837 • gslao@charter.net • www.linkedin.com/in/gregglao/

MARKETING MANAGEMENT:
Marketing • Pricing • Sales Planning • Relationship Management

Engaging professional that combines pragmatic analytical skills, a passion for analyzing market needs, evaluating high-profile client requirements, and custom designing strategic solutions to devise innovate strategy. Natural trendsetter, fuels teams in the launch of marketing, pricing, and business development initiatives and cutting-edge sales generation solutions driving record-setting results. Propel revenue, synergize/revitalize markets, and solidify relationships. Creative problem solver; with ability to drive revenue growth, lead and motivate cross-functional teams, and exceed profit goals.

Profit Revitalization/Generation • Regional/Territorial Strategic Planning • Product Launch Life Cycle
Startup Planning & Launch • Strategy Development & Execution • Financial Forecasting & Models
Budget Development/Planning • Business Acquisitions • Strategic Account Management
Project Management • Strategic Alliances & Partnership Building • Contract/Proposal Development

PROFESSIONAL EXPERIENCE

SENIOR STRATEGIC PRICING MANAGER (2012-PRESENT)
Ryan Herco Flow Solutions, Burbank, California
Chief leadership for overseeing the development, implementation, and measurement of product pricing strategy and effectiveness. Manage the financial analyses that support the development of pricing strategies, price execution policies and overall optimization of price management. Provide centralized pricing support with ongoing pricing analytics that delivers timely and accurate information to support overall market, product, and customer objectives. Maximize competitiveness and margin capture through evaluation of customer segments pricing, methodology and levers. Collaborate with sales and operations to establish overall pricing to meet revenue, profitability, and market share objectives.
Notable Highlights:
- Championed the implementation of strategic pricing initiatives generating $1M in incremental profits.
- Implemented best practice in pricing management and application across regions, fortifying pricing consistency, accuracy, and profitability optimization.
- Developed and implemented business processes with suppliers that improved sales and pricing efficiency.
- Recognized by CEO for positively impacting the Company top/bottom line in less than 6 months of hiring.

PRICING MANAGER (2009-2012)
Toyota Material Handling, USA, Irvine, California (2002-2012)
Prime driver of strategic and tactical pricing operations to optimize sales and profitability. Effective management of pricing contracts/proposals/quotes, complex price analysis, and pricing models that maximized profit and win probability. Collaborated with Sales Leadership, Account Managers, Marketing, and Product Management to execute pricing strategy based upon current business and competitive market dynamics. Employed systems and defined and continuously improved business processes of price, profit margin, and promotion optimization. Built and maintained comprehensive knowledge of markets, suppliers, products, policies, systems, strategies and customers. Supported team initiatives on process enhancement to improve sales force productivity.
Notable Highlights:
- Led the Company to secure its #1 market share position for 10 consecutive years, while achieving record revenue in 2011.
- Exceeded profitability objective by more than 25% through pricing structure segmentation, intelligence of customer purchasing criteria, and value creation perception.
- Increased customer acquisition of new accounts by 33% and retained existing accounts at 90% through pricing and incentive initiatives.
- Managed and recalibrated pricing data integrity and consistency, ensuring pricing accuracy and profit maximization for all product offerings.
- Spearheaded the development of an analytical reporting system which incorporated win-loss data, 3rd party information and field interaction for trend identification.