



**Ralph E. Grabowski**  
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**Summary** Helped launch new products, companies, and more than seven new fields, which have grown to become worth over ten billion dollars.

Retired temporary executive and Marketing Consultant, specializing in front-end marketing leadership to steer technology-based enterprises to success.

**Highlights** Helped launch Cytoc, which was acquired for \$6.2 billion. Drove both market research and execution, resulting in turnarounds for Brooks Automation, Becton Dickinson, and Eaton. Steered several hundred million dollars of business decisions for Perkin Elmer. Helped launch the Computer-Aided Design (CAD), Electronic Design Automation (EDA), machine vision, and several other new fields. For more detail, see <http://marketingvp.com/payback/>

**Technologies** My specialty has been the upstream marketing process in emerging technologies, not one particular technology. An MIT engineering degree enabled me understand new technology, to appreciate its value, and to capture the respect of internal technologists and of customers. Practiced in more than fifty technologies, including:

Medical devices	Semiconductor equipment	Robotics
PAP smear	Lithography,	Lasers
Cardiology	optical, X-ray, & contact	Fiber optics
Cytology	Cluster tooling	CAD, EDA, 3D ICs
Gynecology	Ion implantation	VAV building controls
Pathology	Rapid Thermal Processing	Magnetic Resonance
Oncology	Semiconductor test	Radar, microwaves
Orthopedics	Microwave semiconductors	Machine vision

**Write, teach** Delivered more than one hundred published papers, invited presentations, and courses for universities, institutions, and professional societies. For more, see <http://marketingvp.com/papers/>

**Research** Researched how the upstream marketing budget drives success in technology-based enterprises. Invented the Marketing/Engineering Investment Ratio™ (M/E Ratio™), at the request of the MIT Enterprise Forum, to provide budgetary guidance.

“Who is going To Buy The Darn Thing??” <http://marketingvp.com/download/whois.pdf>

**Professional** MIT degreed engineer with thesis in image processing

Supported institutions of technology-based business and entrepreneurship, including:  
 MIT Enterprise Forum panelist  
 Board, Medical Development Group (MDG)  
 Co-founder of MIT’s entrepreneurship program  
 Co-founder of the world’s first IEEE Robotics Chapter  
 Taught or Mentored four teams who won MIT’s \$100K Grand Prize