



Ralph E. Grabowski
 marketingVP
 57 Sunset Rock Road
 Andover, MA 01810-4828

ralph@marketingvp.com
<http://marketingvp.com>
 978-470-3930

Summary	<p>Helped launch new products, companies, and more than seven new fields, which have grown to become worth over ten billion dollars.</p> <p>Retired temporary executive and Marketing Consultant, specializing in front-end marketing leadership to steer technology-based enterprises to success.</p>			
Highlights	<p>Helped launch Cytoc, which was acquired for \$6.2 billion.</p> <p>Drove both market research and execution, resulting in turnarounds for Brooks Automation, Becton Dickinson, and Eaton.</p> <p>Steered several hundred million dollars of business decisions for Perkin Elmer.</p> <p>Helped launch the Computer-Aided Design (CAD), Electronic Design Automation (EDA), machine vision, and several other new fields.</p> <p>For more detail, see http://marketingvp.com/payback/</p>			
Technologies	<p>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:</p> <table border="1" data-bbox="446 1102 1388 1354"> <tr> <td data-bbox="462 1102 690 1354"> Medical devices PAP smear Cardiology Cytology Gynecology Pathology Oncology Orthopedics </td> <td data-bbox="706 1102 1063 1354"> Semiconductor equipment Lithography, optical, X-ray, & contact Cluster tooling Ion implantation Rapid Thermal Processing Semiconductor test Microwave semiconductors </td> <td data-bbox="1079 1102 1372 1354"> Robotics Lasers Fiber optics CAD, EDA, 3D ICs VAV building controls Magnetic Resonance Radar, microwaves Machine vision </td> </tr> </table>	Medical devices PAP smear Cardiology Cytology Gynecology Pathology Oncology Orthopedics	Semiconductor equipment Lithography, optical, X-ray, & contact Cluster tooling Ion implantation Rapid Thermal Processing Semiconductor test Microwave semiconductors	Robotics Lasers Fiber optics CAD, EDA, 3D ICs VAV building controls Magnetic Resonance Radar, microwaves Machine vision
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Write, teach	<p>Delivered more than one hundred published papers, invited presentations, and courses for universities, institutions, and professional societies.</p> <p>For more, see http://marketingvp.com/papers/</p>			
Research	<p>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.</p> <p>“Who is going To Buy The Darn Thing??” http://marketingvp.com/download/whois.pdf</p>			
Professional	<p>MIT degreed engineer with thesis in image processing</p> <p>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</p>			