

# PATRICIA MISHIC O'BRIEN, MBA

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## EXECUTIVE SUMMARY

C-Suite Executive for public and private companies focused on sustainable, profitable growth. Known for building and managing profitable global businesses in the technology and specialty materials sectors. Strategic vision, leadership, and financial acumen drive execution of fast-paced turnarounds, new product launches, digital marketing efforts and adoption of best practices in complex organizations.

### Operations

General management, marketing, sales, and B2B manufacturing expert fuels sustained, organic growth in profit margins and market share by pulling value creation levers, including strategy, sales, digital marketing, pricing, and innovation. Identifies and integrates the strengths of people, processes, and technology to capitalize upon opportunities and align stakeholders across the enterprise.

## PROFESSIONAL EXPERIENCE

COORSTEK, INC., Golden, CO Jan. 2017 – Dec. 2021  
A \$1.2B+ global manufacturer of engineered ceramics for industries including green energy, semiconductors, aerospace and defense, medical device, automotive, and specialty chemicals.

### **Chief Commercial Officer**

**Member, Board of Directors, CoorsTek KK, Tokyo, Japan**

Led the transformation of a general management organization into a functional matrix structure positioned to achieve organic growth utilizing ERM processes to enhance and protect shareholder value. Held P&L responsibility for revenue with 14 direct reports and an organization of 240 globally. Reported to the Co-CEOs.

- Created and led enterprise strategic portfolio management process for maximum value creation based on ROCE. Segmented markets and customers based on competitive advantage and value proposition.
- Led data validated scenario and risk planning process including impact and trigger mechanisms to achieve EBITDA targets, preserve cash, and minimize headcount reductions due to COVID-19 challenges.
- Improved enterprise revenue 6.3% CAGR (12% CAGR with Top 50 Customers). Improved gross margin 8+ percentage points and EBITDA improved 5+ percentage points.
- Developed pricing excellence processes and tools including an AI, value-based market pricing software. Designed and implemented double digit price increase. DSO reduced by 16 days.
- Board of Directors member of CoorsTek KK, with 5 manufacturing sites and global sales.
- Assessed the entire business to develop strategies and tactics to strengthen customer relationships, improve sales operations, and produce profitable growth. Grew global market share.
- Created a unified commercial process that supported the customer journey to improve new product development and market penetration.

A. SCHULMAN, INC., now a LyondellBasell Company (NYSE: LYB), Fairlawn, OH 2012 – 2016  
A \$2.4B global supplier of high-performance plastic compounds, composites and powders.

### **Chief Marketing Officer & Executive Vice President**

Created the vision, strategic direction and implementation framework for a new organization structure to shift global sales, marketing, innovation, and product development from acquisition-based growth to profitable organic growth. Direct report to the CEO.

- Created a Growth Playbook to inform the Board of Directors and Investor Relations, which set and tracked all goals, clarified the value proposition, and aligned the organization. Presented the Growth Playbook to Wall Street analysts at A. Schulman's investors' day in New York City.
- Led and accelerated innovation globally to achieve increased gross margin of 12% and an average share of 2% annually.
- Led complex discussions with the Board related to potential organic and M&A strategic initiatives.
- Created, developed, and led the Growth Summit for "Top 100" Leaders that generated \$30M EBITDA.

**Chief Marketing Officer & Executive Vice President, Continued:**

- Transformed marketing into a profit center by launching new marketing framework, annual/strategic-marketing plans, pricing excellence, and marketing technologies utilizing ROI.
- Identified \$18M in pricing opportunities and increased market share 1%-3% annually:
  - Raised volume growth 22% and pocket margin 24% with a Global Key Account strategy that leveraged the global footprint.
  - Improved working capital through focused efforts on Day Sales Outstanding enterprise wide.

THE DOW CHEMICAL COMPANY, now DOW Inc. (NYSE: DOW), Midland, MI 2000 – 2012  
A leading global chemical company (\$48.7B) with operations in ~180 countries.

**Global Director of Marketing Excellence, 2009 – 2012**

**Global Strategic Marketing & Business Development Director, 2008 – 2009**

**Commercial Director, North America, 2007 – 2008**

**Global Marketing/New Business Development Executive, 2004 – 2007**

**Global New Business Development Manager, 2002 – 2004**

**Global Market Development/Business Manager/Business Development Manager, 2000 – 2002**

ANSELL (OTC: ANSLY), formerly ANSELL PERRY, Iselin, NJ 1997 – 2000  
Medical and surgical gloves.

**Marketing Manager North America**

### BOARD MEMBERSHIPS

AECI LIMITED (Johannesburg Stock Exchange: AFE), Johannesburg, South Africa 2021 – Present  
A \$1.7B global manufacturer in the specialty chemical, mining, water, and agriculture industries.

**Member, Board of Directors/Non-Executive Director**

- Member of both the Integrated Chemicals Financial and Social & Ethics committees.

### EDUCATION & SELECTED PROFESSIONAL DEVELOPMENT

**MBA**, with Honors, University of Akron, Akron, OH 1992

**B.S.**, Business Administration, with Honors, Youngstown State University, Youngstown, OH 1989

**NACD Leadership Fellow**, National Association of Corporate Directors

**WomenCorporateDirectors**, Member

**Driving Innovation and Entrepreneurship**, International Institute for Management Development

**Advanced Strategic Alliance**, The Dow Chemical Company and The Warren Company

**Executive Entrepreneur Training**, Consortium for Executive Development, Babson College

### SELECTED RECOGNITION & COMMUNITY AFFILIATIONS

**St. Anthony Hospital and St. Anthony North Hospital Regional Board**, Board Member 2020 – Present

**Williamson College of Business Administration, Youngstown State University**, Alumni of the Year 2017

**College of Business Administration, University of Akron**, Marketing Advisory Board 2015 – 2016

**Girl Scouts of America, Regional Council**, Board of Trustees 1993 – 2011

### SELECTED PRESENTATIONS

**Keeping Innovation Alive**, NS Roundtable Panelist 2019

**Discussing Growth Areas, Future Challenges and Opportunities in Ceramics**, Ceramic Expo 2019

**Transforming Your Customer Journey**, Connect CMO Leadership Summit, Denver 2019