



# Per Ohstrom

CMO

## About Per

A global B2B marketing and sales driver, Per brings 20+ years of senior level marketing experience in \$1-2 billion blue chip industrial companies. A servant leader, he delegates and empowers without losing focus on results. With a track record in manufacturing, construction equipment, equipment rental, MRO supplies, supply chain, specialty chemicals and other industries, he is a people-centered leader, an effective communicator and builder of cross-functional teams. A strong team player and creative problem solver, Per deals comfortably with ambiguity and is effective in matrix organizations.

## How Per has Helped Businesses Grow

- Grew diamond tool sales at HTC/ Husqvarna through competitor benchmarking, formulation of value propositions, sales force training and monthly sales campaigns. Metal and plastic diamond tooling revenue increased 30% YOY, with product margins exceeding 60%.
- Grew Xylem \$300M pump business 20% over 16 months, via entry into emerging gas fracking water management segment, and by leveraging installed base for parts and service sales.
- Developed a 5-year strategic plan at CHEP. Growth came from entering new high volume market segments in private label products and beverage bottling/ distribution. I also launched new offerings and implemented value-based pricing. In two years, annual sales increased by \$200M.
- Added 4,000 new accounts launching value-added services and campaigns, leading \$51M retail product range and merchandising across 450 branch locations at RSC/ United Rentals.
- Improved gross margin by 150 basis points using a velocity-based pricing model at Hagemeyer.

## Executive Marketing Experience

- Vice President of Sales, System Improvements, Inc.
- President, HTC, Inc./Husqvarna
- Vice President of Marketing and Business Development, Xylem
- Vice President of Marketing, RSC/United Rentals
- Senior Vice President, Vallen, formerly Hagemeyer North America
- Director of Marketing, CHEP
- Worldwide Marketing Manager, Coatings Division, Rohm and Haas
- Global Marketing Manager, Arizona Chemical Division, International Paper

## Expertise

### Industry Experience

- Industrials
- Wholesale
- Distribution
- Engineering

### Specialties

- International Expansion
- Competitive Strategy
- Pricing Strategy
- Growth Strategy
- B2B Marketing
- Product Development
- Service Marketing

## Education

- MBA, Northwestern University
- BS, Economics, Industrial Marketing, Business Law - Lulea University of Technology

## Contact Information

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