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**OBJECTIVE:** To be an integral part of a management team that could benefit from my experiences in the marketplace and be in position to positively contribute to the success of the organization.

**SUMMARY:** Twenty-nine years of experience in various positions of management, strategic marketing, sales management, business development, sales, process engineering, project management and R&D. A significant portion of professional career has been spent in the water treatment sector in both the municipal and industrial markets.

**KEY CAPABILITIES:** Results Orientation, Strategic Orientation, Networking Skills, Customer Focus, Coaching & Mentoring, and Situational Sensitivity

**EDUCATION:** Drexel University, Philadelphia, PA  
Bachelor of Science - Chemical Engineering, 1983

**EXPERIENCE:**

**RFN3 Solutions (October 2011-Present)**

**Principal**

**Richboro, PA**

Provide a variety of consulting services to clients focused around areas of strategy, business development, marketing, market research analysis, sales channel development, technology evaluation and due diligence.

Have provided project based and on-going services to multiple clients in the water & wastewater market space including Veolia Water Solutions & Technologies, Atlantis Technologies, FMC, EnerTech Environmental, Parkson Corporation and MIOX Corporation.

**MIOX Corporation (November 2008-October 2011)**

**Vice President Sales & Marketing (2011)**

**Vice President Industrial Markets (2008-2011)**

**Albuquerque, NM**

Joined MIOX in November 2008 to develop and implement a global growth strategy in industrial and institutional markets. As of 2008, the traditional market of focus for MIOX was municipal water and wastewater markets in North America.

Developed and implemented a multi-year growth strategy which is sustainable and scalable via market segmentation and geography through direct sales & key account management, strategic partners and a legacy regional distribution network. Highlights included:

- Negotiated and closed a three year exclusive distribution agreement with Grupo FEMSA (Quimiproducos) to distribute MIOX products into Food & Beverage markets in Mexico, Central America, Brazil, Argentina, Colombia & Venezuela.
- Negotiated and closed a three year exclusive distribution agreement with Ecolab to distribute MIOX products into Food & Beverage markets in North America & Caribbean.

- Developed a number of partner candidates in Oil & Gas market segment which has led to present negotiations with global market leader in market space who is interested in acquiring exclusive global distribution rights in Frac applications
- Reorganized and upgraded regional legacy distributor network including multi-tier pricing arrangements based on commitment and implementing performance metrics. Developed minimum requirements for distributor network to invest in certification training of service and application engineering personnel, stocking of inventory, and commitment to minimum volumes.

### **Siemens Water Technologies (March 1990-November 2008)**

#### **Global Director Strategic Marketing (2006-2008)**

**Warrendale, PA**

Responsible for development of global strategy for municipal market segment which required closely working with key stakeholders across a complex matrix organization which included Business Segments (P& L Centers), Product Management, Sales, R&D, Marketing Communications & Executive Management Team to ensure efficient & successful implementation of initiatives to support strategy.

Key responsibilities include:

- Identification of target markets via analysis of existing and emerging market needs and demands
- Perform and facilitate relevant market research in sector including:
  - General industry trends in sector (growth, investment patterns, cycles)
  - Technological Trends
  - Regulatory
  - Competitive Assessment
  - SWOT & lifecycle analyses for key product lines
  - Analyze competitive dynamics
- Initiate & facilitate product development
- Determine Marketing Mix – Product, Price, Promotion & Distribution
- Monitor Success in market

#### **Vice President Municipal Services Development (2003-2006) Warrendale, PA**

Role was created in 2003 to expand and grow all relevant services which could be offered to the municipal market through the Siemens Water Technologies North American service branch network. Baseline business prior to 2003 was limited to service deionization services and expendables with annual revenues of \$2.0-\$2.5 MM.

- Successfully grew revenues from baseline to \$12.1 MM in 2006. (\$4.5 MM in 2004 & \$8.5 MM in 2005)
- Implemented several strategic marketing initiatives to develop qualified leads and opportunities
- Developed and implemented internal sales matrix in order to streamline engagement of appropriate sales group to follow through in developing and closing opportunities.

**Director–Customer Relationship Management (2000-2003)      Warrendale, PA**

Led a successful implementation of a Customer Relationship Management (CRM) program which included a user base of 1000+ personnel across sales, sales administration, application engineering, product management, marketing, marketing communications & senior management.

Primary responsibilities included:

- Evaluation & selection of software
- Involved in the customization of software to support internal business process
- Initial Training Rollout
- Primary liaison to senior management to communicate progress and issues.
- Led change management activities to ensure adoption & implementation of “best practices” throughout the organization.

**Director-Industrial Wastewater (1997-1999)                                      Naperville, IL**

Responsible for the successful integration of the sales effort in the Midwest Region for the USFilter’s Water & Wastewater Group. This group consisted of thirty-five (35) companies which were acquired from 1990-1999 period.

- Utilized forty five (45) direct sales & market focused personnel were utilized to bring the “One-Stop Shop” to the key & target customer base. Independent manufacturer’s representatives were also utilized to cover specific products and services in niche markets throughout the region.
- Achieved bookings of \$80M & \$75 M in FY99 & FY98 which represented 18% and 43% achievement over plan. Product mix included: capital process equipment & services, custom engineered systems, Design/Build, & outsourcing (including Design/Build/Operate & O&M).
- Developed direct sales channels through six (6) business units who were responsible for geographic coverage of products and a regional group of personnel focused on key markets (HPI/CPI, Primary Metals, Automotive, Food & Beverage & Pulp & Paper) throughout the region.
- Utilized independent manufacturer’s representatives to cover specific products and services in niche markets throughout the region.

**Wheelabrator Water Technologies    Los Angeles, CA**  
**Director-International Sales & Business Development (1994-1997)**

Responsible for successful development of international sales and business development activities for Wheelabrator Water Technologies lines of water treatment products, systems and services.

- Primary focus was in municipal water & wastewater market segment in Asia-Pacific region
- Grew international bookings from a baseline of \$1.0 MM in 1993 to \$7.5 MM+ in 1996

**Westates Carbon, Inc. (1990-94)****Huntington, NY/Los Angeles, CA**

Key member of senior management team that was responsible for growing Westates Carbon business from \$5.0 MM (FY89) to \$30 MM (FY93) in revenues. Growth was primarily organic and was accomplished via geographic expansion throughout US as well as a dedicated focus on three primary markets (HPI, Municipal & Remediation)

**Vice President Sales & Marketing (1993-94)****Los Angeles, CA**

Responsible for global sales and marketing activities of the company including management of regional sales offices, market managers, business development and marketing communication activities.

**General Manager–Engineered Systems Division (1991-93)****Los Angeles, CA**

Responsible for management of custom engineered air and water systems including profit and loss responsibility; establish sales objectives and operating budgets; oversee the preparation of bids and proposals in support of sales; project management activities from inception through start-up including engineering, procurement and cost controls; identify market opportunities and development of systems to satisfy market needs; and provide management direction to the manager of Municipal Systems Division to ensure profitability and growth.

**General Manager – Odor Control Systems Division (1990-92)****Huntington, NY**

Responsible for the inception and management of the division which provides systems for odor control applications in municipal wastewater treatment plants including profit and loss responsibility; establish sales objectives and operating budgets; oversee preparation of bids and proposals in support of sales; oversee engineering and design activities including process development and conceptual engineering activities; project management activities through start-up including engineering, procurement and cost controls; and identification of market opportunities and development of systems to satisfy market needs.

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**Ducon Environmental Technology (1986-1990)****General Manager-Municipal Products Group (1989-90)****Melville, NY**

Responsibility for group including P & L and day to day management of all sales, engineering & project management activities.

**National Sales Manager – Municipal (1987-89)****Mineola, NY**

Responsible for all domestic sales of air pollution control equipment and systems to the municipal market including preparation of technical proposals to clients; presentations to A/E firms and municipalities; participation in regional and national trade shows; liaison between sales and project engineering; and preparation of standard system specifications for odor control systems.

**Project Manager (1986-88)****Mineola, NY**

Responsible for management of projects involving the supply of air pollution control systems for odor control, particulate removal, waste heat recovery systems and other custom designed process systems including the coordination of process and project engineering activities, supervision of four (4) engineers (project & process) and subcontract preparation and negotiations.

**Standard Oil Company of Ohio (1983-86)  
Research Chemist/Process Engineer****Bridgeport, NJ**

SOHIO's Advanced Fuels Technology R&D group which was chartered to develop coal-water slurry fuels as an alternate energy source. Responsibilities including optimization of reagent package for coal-water slurry fuel; design of mixing configuration; atomization studies; evaluation of new candidate coals, rheology studies; set-up of various bench scale and pilot scale programs to provide pertinent information for full scale plant design; set-up and performance of demonstration test at clients' facilities

**PROFESSIONAL AFFILIATIONS**

- International Society of Beverage Technologists (ISBT)
- American Beverage Association (ABA)
- Water Environment Federation (WEF)
- Association of Water Technologies (AWT)
- American Water Works Association (AWWA)
- Water Reuse Association
- Water & Wastewater Equipment Manufacturer's Association (WWEMA)
- International Water Association (IWA)
- Past registration as Professional Engineer in New York, Massachusetts and Texas