

# MARK DOCKSER

[mdockser@gmail.com](mailto:mdockser@gmail.com)

<http://www.linkedin.com/in/markdockser>

**PROFILE:** CEO/President, Entrepreneur, Board Member, Teacher and Mentor who synthesizes innovative technology, customer understanding, and the ability to motivate teams to achieve meaningful results.

- Expertise in starting up new consumer goods companies, developing and launching new consumer tech concepts and products in unstructured, high growth, investor backed environments from inception to \$50M+.
- General manager with functional strengths in marketing, sales, product development, branding, and operations.
- Extensive experience developing global partnerships for business development and production in Europe, Asia.
- Team Builder and Leader

## **EXPERIENCE:**

**D'AMORE- MCKIM SCHOOL OF BUSINESS, NORTHEASTERN UNIVERSITY, Boston, MA 2016-Present**  
**Professor of the Practice, Entrepreneurship & Innovation Group (2022-Present)**

- Developing highly immersive experiential curriculum and partnerships + teaching graduate and undergrad courses.

**Instructor (2016-2021)**

- Developed and taught: Customers and Markets; Branding; Marketing and Selling Innovation Products, Innovation!
- Developed program curriculum and courses for UK 3-year degree program in Business and Digital Transformation.

**DOCKSER MANAGEMENT LLC, Reading, MA 2010-Present**  
**Founder, Managing Director**

Specializing in the development and introduction of disruptive consumer products, technologies and companies, Dockser Management provides C-level counsel and interim management for emerging and established manufactured consumer product and service businesses. Serve in full time C-level roles to build new businesses or new divisions.

- **Luminopia –President, COO--**Digital Therapeutic Startup
- **Linde AG—Consultant/Advisor--**Strategy, Distribution, Engineering/Operations, Staffing for new venture
- **Güdpod—President—**Portion pack nutritional supplement system

**EMERSON COLLEGE, Boston, MA 2019-2022**  
**Affiliated Faculty—Marketing Communications, Graduate and Undergraduate Programs**

- Developed curriculum and taught undergraduate and graduate level courses: Global Branding, Strategic Marketing Communications, Marketing-Sales-Customer Service

**CORAVIN, Woburn, MA 2011-2013**

*Start up with patented wine access device that allows you to remove wine from a bottle without pulling the cork.*

**Founding President and Board Member**

- Built early infrastructure from concept, developed influencer channels, go-to-market strategy, market testing.
- Led product development from proof of concept model to highly stylized, premium consumer/institutional product
- Full responsibility including P&L, engineering, marketing, finance, fundraising, research, sourcing, hiring, operations.
- Advisor to new CEO

**AMPERGEN/UNIROSS BATTERIES CORP, Woburn, MA 2004-2010**

*Worldwide battery and portable power solutions provider serving consumer, industrial and OEM markets*

**Executive Vice President, General Manager**

Grew US business to \$20M profitable division. Staff of 10; Team 25.

- Repositioned brand from low quality/commodity, to consistent quality/value added brand
- Developed acquisition strategy for established battery brands, culminating in successful acquisition 8/06.
- Grew revenues 20+% per year (2008-2010).

**Director, Global Marketing and President, Rechargeables Online—Paris, France**

- Established and implemented global rebranding. Achieved \$50M revenue. Staff of 10 + 5 country managers.
- Envisioned, specified, and launched Global e-commerce division.

**iROBOT, Burlington, MA****2002-2004***The worldwide marketing and technology leader in home robotics.***Director, Consumer Marketing, Sales and Customer Service**

Achieved \$15+M revenue in first 12 months. Hired and managed staff of 5 plus network of reps and agencies.

- Built and executed brand strategy creating new product category and high-quality image brand.
- Established distribution through specialty channels, direct to consumer channels and then broader mass channels.
- Envisioned, planned and launched direct-to-consumer business. \$2.5M sales in first 3 months. P&L responsibility.

**KEURIG, Wakefield, MA****1999-2001***Pioneer of single cup coffee system for offices and then homes in US and Global markets.***Vice President, Marketing**

Responsible for growing commercial business and then start-up of consumer business based on market adoption of a new technology for brewing specialty coffee—one cup at a time. P&amp;L responsibility. Managed staff of 7.

Commercial Division: Grew sales from \$3M to \$15M.

- Drove product management, branding, communications, end user and distributor programs-- 5x growth in 2 years.
- Negotiated domestic and international partnerships with major roasting companies and distributors.

Consumer Division: Developed business model and plan, obtained board approval/funding, performed successful market test.

- Research: Designed and executed product and market research including 18-month home use test program.
- Product Development: Defined product, managed development.
- Operations: Researched and specified ERP and integrated CRM.
- Remained advisor after leaving company (9/11 scale back).

***ADDITIONAL WORK EXPERIENCE:***

- **SOLECTRIA -- Vice President, Planning and Business Development.** Strategy/Sales/Business Development for bootstrapped Electric Vehicle Business. Built and managed network of 200 electric vehicles globally.
- **KRYPTONITE –Vice President--Sales & Marketing, Board Member.** Managed and aggressively grew North American business for iconic, brand focused bicycle and motorcycle lock company.
- **SAFER—Vice President of Marketing.** Led turnaround of Environmentally Friendly pesticide company.
- **GTE/SYLVANIA—Marketing Manager.** Aggressively gained market share in Lighting Business.
- **GENERAL ELECTRIC—Consumer Products Marketing Management Program.** Brand, Product, Sales for Lighting and Major Appliances business units.

***EDUCATION:*****Stanford Graduate School of Business.** Master of Business Administration, Marketing/Strategic Management.**Tufts University.** Bachelor of Arts degree in Economics, *Summa Cum Laude*.***ADDITIONAL INFORMATION:*****Languages—**English (native), French (professional proficiency).**Advisory Board Member—**multiple early and growth stage companies.***Volunteer Work:***

- Elected Member, Town of Reading Select Board, Reading, MA
- Past member and Chair, Reading Finance Committee, Reading, MA.
- Elected Town Meeting Member, Reading, MA.
- Mentor: Northeastern University Venture Mentoring Network, MIT Venture Mentoring Service, Cleantech Open.