

# MATTHEW J. O'ROURKE

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## PROFESSIONAL EXPERIENCE

**ZS ASSOCIATES**, Boston, MA

2022 - present

**Partner**

- Recruited by leaders at ZS to build the firm's Global Pricing and Contracting Practice in medtech, leading business development and project delivery focusing on pricing and contracting strategy, execution, and systems integration
- Leading a global network of more than a dozen professionals serving the world's leading medtech and life sciences firms
- Primary focus on business development, intellectual capital development and external knowledge [publications](#)

**KJP GROUP**, Pricing and Strategy Consultancy, Newburyport, MA

2020 - present

**President**

- Prepared and presented 7 pricing proposals for a major marketing and sales consulting firm over a four-month period, winning 4 projects worth \$1.7M in less than 2 quarters
- Led price increase optimization for a \$600M PE-owned global chemical company, implementing an 11% price increase
- Led Pricing strategy for a \$100M global medtech company, implementing a 2.5% ROS price increase across two continents
- Redesigned CPQ system for a \$750M medical device company, yielding more than 20% gain in process efficiency
- Redesigned business model for small, US-based consumer electronics manufacturer including product offering, pricing, distribution, and re-sourcing of primary components and assembly from Asia to US; new product launch Spring 2021
- Advised startup sporting goods manufacturer on retail and wholesale pricing and go-to-market strategy
- Created financial model and business plan for grid-connected energy storage used in distributed renewable energy systems

**RAYTHEON**, Tewksbury, MA

2019 - 2020

**VP Strategy**, Integrated Defense Systems (IDS)

- Planned and executed annual strategic dialogue during first 5 months at company, culminating in enterprise strategy presentations by IDS leadership to Raytheon Global corporate leaders
- Developed and implemented first comprehensive strategic portfolio review for IDS global leadership team, redirecting 10% of capital to vital strategic initiatives

**MARQUETTE UNIVERSITY**, Milwaukee, WI

2014 - 2016

**Adjunct Professor**

- Taught Global Marketing and Strategy courses in the MBA and Executive MBA programs

**JOHNSON CONTROLS**, Milwaukee, WI

2011 - 2019

**VP OEM Global Strategy**, Power Solutions Group

2016 - 2019

- Shaped major OEM deals via weekly global pipeline reviews leading to 5% annual top-line growth and 2% margin expansion
- Created and implemented strategic plans at both global and regional levels in Europe, Americas, and Asia
- Prepared and led vital strategic discussions at highest levels of corporation

**VP Commercial Planning and Development**, Power Solutions Group

2013 - 2016

- Created over \$90M of annual operating margin improvement through pricing, tracked in monthly operating reviews
- Built business case for lithium-ion storage product line with multi-billion-dollar market potential receiving a 2015 Johnson Controls Merit Award
- Developed strategy for EMEA aftermarket turnaround, resulting in \$15M surplus to plan in following year

**VP Global Pricing**, Corporate Group

2011 - 2013

- Identified and successfully negotiated \$30M in annual operating margin improvement in Automotive Interiors
- Modeled and delivered \$38M in annual operating margin improvement through pricing in the Building Efficiency business
- Received Chairman's Award in 2013 and 2014, Johnson Controls' highest global award

**THE OHIO STATE UNIVERSITY**, Columbus, OH

2010 - 2011

**Associate Vice President of Strategic Planning**

- Developed and delivered a comprehensive 5-year strategic plan to Board of Trustees of the nation's largest university
- Provided 1-on-1 guidance to deans and faculty of all 15-colleges as they created individual 5-year plans

**MCKINSEY & COMPANY**, Cleveland, OH

2006 - 2010

**Engagement Manager**

- Applied strategic game theory to simulate actions of competitors in face of rapidly fluctuating prices and industrial capacity changes to recommend strategic capacity management actions with 2-year impact of \$50M
- Identified and implemented \$30M in profit improvement through pricing for a \$15B distributor of consumer products, realized by client 1 year after rollout
- Built robust pricing capability for a \$14B telecommunications manufacturer, developing marketing expertise of over 200 marketing professionals and realizing more than \$30M in pricing improvement for client
- Provided expert leadership in creation of a new pricing and promotions strategy for a \$15B distributor of consumer products, increasing annual revenue by \$35M
- Designed marketing capability initiative for a Fortune 150 global industrial manufacturer, uncovering \$40M in annual profit improvements through pricing and promotions, paired with employee skill- building program deployed in following year
- Implemented a multi-year economic development strategy for Columbus Ohio, unifying economic development activities for city and increasing funding by more than 50%
- Consistently achieved highest post-engagement scores (team feedback) among Midwest Office engagement managers

**EATON CORPORATION**, Pittsburgh, PA

2003 - 2006

**Director of Marketing**

- Implemented value-based pricing strategies and processes across North America and Europe through standardization of marketing processes and profit mapping
  - First initiative in 2003 produced \$1.6M incremental profit in 2004
  - 4 new initiatives implemented across multiple business units in 2004 and 3 in 2005, with additional profits in excess of \$12M by 2005 and \$22M by end of 2006
- Developed content and rollout of strategic marketing initiatives and training throughout global organization, teaching marketing and negotiations workshops for more than 500 employees worldwide

**MCKINSEY & COMPANY**, Pittsburgh, PA

2000 - 2003

**Associate**

- Created pricing model and implemented pricing tools for a \$3B industrial distributor resulting in \$5M margin improvement
- Developed pricing management tools for a \$650M unit of a global chemical company, increasing net annual profit by \$15M
- Identified \$10M in procurement savings across multiple platforms of a major aerospace airframe manufacturer
- Constructed customer profit maps for \$250M business unit of a major diesel engine manufacturer. Won support of international sales VP and clear identification of over \$5M in increased earnings through pricing

**EDUCATION****Master of Business Administration (MBA)**, Marketing and Finance, **WHARTON SCHOOL OF BUSINESS**,**THE UNIVERSITY OF PENNSYLVANIA**, Philadelphia, PA

Saul Foundation Fellowship

**Master of Science (MS)**, Aerospace Engineering, **PENN STATE UNIVERSITY**, University Park, PA**Bachelor of Science (BS)**, Aerospace Engineering, **PENN STATE UNIVERSITY**, University Park, PA