



## JOHN A. FIMIANI

### PROFESSIONAL PROFILE

John Fimiani is the founder and President of Springboard Group, as well as a co-partner of Oxiem Marketing Technology. He is an experienced business strategist, brand architect, communications expert and positioning specialist. He brings extensive experience and a balance of strategy and creativity to the marketing and brand-building process. With over 25 years of experience, he has a successful track record in developing successful businesses, brands and products in a wide range of categories. His expertise encompasses all aspects of marketing, with particular strength in branding, communication, positioning, consumer insights, strategy/planning, ideation and product/concept development.

Prior to starting Springboard, Mr. Fimiani served as Vice President of Marketing for Rittal Corporation where he helped fuel a six-fold growth of the U.S. division of the world's leader in IT packaging systems. His leadership in marketing and product innovation included responsibility for six business units serving customers such as HP, Dell, IBM, Starbucks, Harley Davidson, and GE Medical. While at Rittal, he researched and led the launch of three business segments and dozens of new product lines.

Before his tenure with Rittal, he was Vice President/Management Supervisor at Northlich, one of the region's leading marketing, brand consultancy and advertising firms. His experience includes marketing strategy and concept/program development for consumer packaged goods, durables and business-to-business brands/services. Clients included Procter & Gamble, Mead Corporation, Clopay Home Improvement Products, Berol Brands, OSU Medical Center and many others. During his tenure with Northlich he was involved with the research, development and launch of over 20 new brands and product lines.

His research and strategy clients span a range of consumer, technology and business categories. Among his areas of expertise are qualitative research/focus groups, quantitative studies, business strategy consulting, planning session facilitation, product concept testing and needs assessment/new business opportunity exploration. Clients include Hewlett-Packard, Procter & Gamble, Hewlett-Packard, Lilly Pharmaceuticals, TAP Pharmaceuticals, Intervet, Lincoln National Managed Care, The Ohio State Medical Center, Quaker State Brands, Mead Corporation, Berol Corporation, Clopay, Security National Bank and Just For Men brands.

He is also an accomplished educator and frequent lecturer on strategic marketing at Miami University and Wittenberg University. He serves on several local Boards of Directors, as well as the business/marketing advisory committees for both Wittenberg University and Clark State Community College.