

**Norman L. Hicks**  
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**Summary:** A highly motivated, energetic executive with 42 years' experience in the business of developing and marketing regulated ethical products and intellectual property. Has experience with a wide range of product categories, large and small company cultures, direct and dealer-oriented distribution.

**Transferable Skills:**

- |                                |                                  |                         |
|--------------------------------|----------------------------------|-------------------------|
| -Tactical & Strategic Planning | -Budgetary Planning & Management | -Packaging Development  |
| -Personnel Management          | -Collateral Design & Production  | -Sales & Sales Training |
| -Trade Show Coordination       | -Copy Writing & Advertising      | -Market Research        |
| -Academic Relationships        | -Sales Forecasting               | -Product Development    |

**Career Summary:**

**2000 – Present**

**NORMAN HICKS CONSULTING, LLC (self-employed), Louisville, KY**

- Advise client companies on market trends, marketing activities, product positioning.
- Compose / edit technical articles and commercial literature, advertising, website copy and Content Maintenance.
- Develop and present sales / product training programs.
- Lectures to dental school faculty and study clubs
- Mediate and interpret in contract negotiations.
- Communicate between client companies and FDA, ADA, academia, opinion leaders & distributors.
- FDA / ADA Liaison
- Company Newsletters and e-mail blasts
- Identify and approach appropriate private label customers / marketing partners.
- Conduct ISO – mandated pre-market user evaluations
- Identify, qualify, activate and train Latin American, Canadian distributors, oem customers.

**1993 – 1999**

**BISCO DENTAL PRODUCTS, Schaumburg, IL: Director of Sales & Marketing**  
*Sales Volume- 1993: \$10.5M, 1999: \$18M*

***Product Range: Adhesive Bonding Agents, Composite Restoratives, Curing Lights, Sealants, Endodontic Posts, Cements, Tooth Whitening Agents, finishing burs***

- Manage (P/L responsibility) sales budget, \$1.9 million publicity budget.
- Compose and manage annual marketing plan and co-develop 5-year strategic plan.
- Chair the New Product Development and Marketing Committee, sat on Executive Committee
- Hire and supervise Customer Service / Sales, Clinical Affairs Mgr. (DDS), Shipping Dept., Marketing Communications Specialist and support staff.
- Manage activities of independent field sales representatives.
- Pre-market user evaluations, Instructions for Use.
- Compose, circulate and execute Product Launch Plans, Product Change Orders
- Comprehensive management of print advertising, A-V educational media, direct mail, product literature, package design, website and company's first catalog.
- Develop and manage trade show budget, booth and travel schedule.
- Direct / conduct / arrange market research projects, including focus groups & surveys.
- Co-chair annual international distributor sales meetings.
- Arrange, promote and execute continuing education (CE) programs and academic symposia.

## *Hicks' Career Summary Cont.*

**1988 – 1993**      **GC AMERICA, Alsip, IL: Director of Marketing**  
*Sales Volume- 1988: \$20M, 1993: \$40M*

*Product Range: Asepsis/Infection Control, Cements, Composite and Glass Ionomer Restoratives, Impression Materials and Trays, Acrylic Resins, Gypsums, Finishing Abrasives, Temporization Resins, Periodontal Pack, Porcelains, Denture Reline Resins, Curing Lights*

- Hire and supervise Product Managers and marketing support staff.
- Compose and manage annual marketing plan and co-develop 5-year strategic plan.
- Comprehensive management and creative development for a \$1.5 million publicity budget.
- Selection of and negotiations with manufacturing vendors and private label suppliers.
- Develop trade show booth, company's first catalog, co-operative advertising vehicles.
- Interact with other department heads, prominent academics, researchers, associations, and dealers.
- Co-chair National Sales Meetings.

**1984 – 1988**      **VIVADENT Division of IVOCCLAR, Liechtenstein, Amherst, NY: Senior Product Manager**  
*Sales Volume- 1984: \$4.5M, 1998: \$7M*

*Product Range: Composite Restoratives, Curing Lights, Cements, Amalgamators, Sealants, Finishing Abrasives, Retention Pins, Bonding Agents*

- Prepare new products for market; development guidelines, user evaluations, packaging, pricing.
- Instructions for Use, forecasting and market planning.
- Conduct market research projects.
- Sales, product training for company reps and dealer reps.
- Create product literature, company's first catalog, sales promotions, communications, directed advertising agency.
- Open and nurture university and opinion leader relationships.

**1983 – 1984**      **J MORITA CORPORATION OF AMERICA, Baltimore, MD: Sales Manager-Eastern U. S**  
*Sales Volume: Undisclosed.*

*Product Range: Operatory Equipment and Storage Cabinets, Handpieces, Hand Instruments*

- Extensive sales-related travel, including dealer sales meetings, dealer training and trade shows.
- Create policy, procedure and sales incentive programs with various levels of dealer management.
- Develop product literature, budgetary and creative elements of national advertising.
- Organize and promote accredited Continuing Education programs for the dental profession.
- Conduct market research projects.
- Participate in the development of the 3-year company strategy.

**1978 – 1983**      **L. D. CAULK (DIV. OF DENTSPLY INTERNATIONAL), Milford, DE**  
*Sales Volume- 1981: \$26M, 1983: \$32M*

*Product Range: Amalgam Alloy, Amalgamators, Curing Lights, Composite Restoratives, Cements, Bases/Liners, Impression Materials & Trays, Denture Acrylics, Sealants, Laminates*

*Product Manager, Milford, DE (1981-1983)*

- Prepare new products for worldwide launch.
- Develop marketing, packaging, pricing, advertising and promotional strategies for trade and professional product introductions and existing product lines (\$13M).
- Compose three-year product line plan, with forecasts, brand amplifications and line extensions.
- Train sales force and distributor personnel.

***Territory Manager, Milwaukee, WI (1978-1981)***

- Detail dentists, troubleshooting and product demonstrations at trade shows & road shows.
- Coordinate the training, sales efforts and support of 12 dealer branches, 45 dealer reps.
- Cultivate direct sales to government facilities and dental schools.
- Conduct sales seminars and table clinics for dental distributors and study groups.
- Develop localized sales and marketing programs.

***Hicks' Career Summary Cont.***

**1975 – 1978**

**BLOCK DRUG COMPANY, Elizabeth, NJ: *Territory Representative- Louisville, KY***

***Sales Volume: Undisclosed***

***Product Range: Denture Adhesives, Denture Cleaners, Toothbrushes, Toothpastes, Medicated Shampoo, Analgesic Powders & Poultices, Douche.***

- Demonstrate products, sales and sampling to private & group practices, schools, government.
- Sell and merchandise the **consumer health care** products to independent and chain drug stores.

**Education & Training:**

1971 – 1975	B. A.; Western Kentucky University.
1979 – 1980	Xerox PSSII Sales Training course & Xerox MT&T; Managing Time and Territory course.
1982	Coursework: “New Product Development”, University of Michigan School of Business.
1991 – 1999	Relevant courses, seminars and training: business writing, employee management, MRP II / ERP, GMP, ISO Certification / Design Control, JIT, Handling Difficult Employees, pc software programs, Newsletter Writing, Video Script Writing.
2000 – Present	Training & seminars in Joomla website CMS software, Constant Contact, QuickBooks, Google Analytics, Keynote, iMovie,
2012 – 2014	Spanish language training

**Associations & Activities:**

1993 - Present	Play guitar and sing professionally.
1999	PROOFS magazine Manufacturers' Advisory Board.
1994-95, 1997-98	American Dental Association's Committee on Advertising.
1991-92	American Dental Trade Assn. Exhibits Committee.
1989-91	American Dental Trade Assn. Sales Training Committee.
1988	Dental Manufacturers of America Marketing Committee.
1980-81	President, Milwaukee Jaycees.