

# STEVE DUNCAN

ANSWERS. ALTERNATIVES. STRATEGIES.

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*“When I think of Steve, I think of an employee who has a positive, can do attitude. I find him to be a keen observer, very innovative in his thinking, and have appreciated his professional perspective. Present an issue and Steve will creatively look for a solution using resources from his past experience. Steve is eager to share his wealth of knowledge with peers, or anyone in gathering and manipulating data, and is always willing to not only provide data, but explain the technicalities behind...”*

– Charlie O’Brien  
Vice President, Ag Services, AEM

*“I have worked with Steve on multiple projects over the years. He has an excellent ability to get the organization to look at things from many perspectives and challenge the way people think. His ability to lay several scenarios out for you to consider and play out has been very helpful when discussing strategic approaches.”*

– Karl Fritchen  
President, QuadTech

*“Steve Duncan is our ‘Guru’ of pricing and competitive analysis and strategies. Steve’s knowledge of the industry and his insight into the drivers of our business have enabled us to overcome some key obstacles. Steve is willing to challenge assumptions and is always looking for potential opportunities. Steve helps us face reality as it is, not as we wish it to be!”*

– Sharon Quint  
Director of Marketing, QuadTech

*“One of the only people I’ve met in Competitive Intelligence that understands what it is and knows how to use it effectively. It may not count for much today, but he is also one of the most honest and honorable people with which I’ve had the privilege to associate myself.”*

– Matt Kelly, Strategy Software

*“I’ve known Steve for many years. Steve is one of the most versatile individuals I know. He enjoys taking on new technical challenges and finding new and clever ways to work through those challenges. He is one very technically competent individual.”*

– Rick Honeck, co-worker, QuadTech

*“Steve understood the technical details of the products he managed. This allowed him to drive product development in new directions. As a liaison between developers, technicians and OEM’s his ability to communicate, organize and plan made him an excellent Product Manager.”*

– Jim Wilks, co-worker, QuadTech

*“Steve’s engineering & design background along with his business and marketing knowledge make him a key asset to almost any organization. As an internal PM, I regularly referenced Steve’s insight because of his diverse work experiences at QuadTech. Steve is very level headed & works well in group settings. Steve is a positive individual who you are not afraid to bounce unique ideas off of.”*

– Mike Polega, co-worker, QuadTech

## Objective

To uncover emerging markets and opportunities, develop strategies to exploit them, and drive the competition crazy.

## Select Accomplishments

- Automated 25 annual member surveys, freeing up a full-time equivalent position.
- Generated new revenue from market intelligence products - in the worst recession in 70 years.
- Doubled the size of AEM’s Market Intelligence Committee through recruitment efforts.
- Created the first industry dashboards, showing changes in demand, sales, employment and trade at a glance.
- Enabled a 12% service revenue increase by analyzing competitors’ field service pricing.
- Selected and implemented the company’s first competitive intelligence software system allowing global sales personnel instant access to sales support and competitive intelligence.
- Increased finishing sales by 35% by building relationships and driving product development.
- **“For the first time I actually understand the pricing of our products!”** – One of our salesmen after I presented my new price structure. First year sales of MultiCam, our newest product, were 135% of anticipated.

## Special Skills

- Optimized Response - Find or create 80% of the solution in 20% of the time & cost.
- Leadership - organizing and directing people to solve problems.
- Objectivity – Unbiased and factual. View things as they are, but not worse than they are.
- Sense of urgency – A pragmatic, and no nonsense approach.
- Communication – Confident in public speaking and presentations.

## Employment History

**Director, Market Intelligence, Association of Equipment Manufacturers 08-Present**

**Market Strategist, QuadTech, Inc., 06 – 08**

**Price & Competitive Analyst, QuadTech, Inc., 03 – 06**

**Product Manager, Finishing Products, QuadTech, Inc., 98 – 03**

**Project Engineer, QuadTech, Inc., 95 – 99**

**Mechanical Engineer & CAD System Admin, Ind. Heat Enterprises Int’l Inc., 90 – 95**

**CAD System Administrator, Sterling Inc. via IDI Corp., 93 – 94**

## Education & Credentials

**Member, Society of Competitive Intelligence Professionals, 2003-08**

**MBA, Keller Graduate School, Milwaukee, WI, 2001**

**Master’s Cup Award, 2001**

**European Patent #97302762.6-2304 “Ink jet solvent recovery system including thermoelectric cooling”, 1997**

**Wisconsin Professional Engineer License #30730, 1995**

**B.S. in Industrial Tech., Product Development, UW Stout, Menomonie WI 1989**