



## **Philip B. Watson** - Principal

Phil Watson has an extensive background in developing new products, programs and services with national and international companies. For over 35 years, he has successfully directed and led teams in areas of research, marketing, sales training, customer service and production. With a vision for products and diverse markets he has been engaged by companies to develop and expand their world markets.

Phil was retained by a New Zealand consumer products company to develop a marketing plan and introduce their product line into the US. After two successful years the rights to the line were sold to its largest US competitor. Phil was recruited by Glit, Inc. a US manufacturing firm, to develop a new consumer products division. New product lines he developed for were sold into national and regional retail stores including Home Depot, ACE Hardware, Sherwin Williams Paint Stores, Target, Publix, Albertson's and Super Valu Foods.

Recent clients include Gemtex, Inc., The Nichols Team, and AccTTech, LLC.

Areas of expertise include –

- General business management
- Sales and customer service focus and training
- International and domestic market research and sales programs
- Product research and product development
- Manufacturing and marketing of industrial products, consumer household products and food products
- Develop and implement sales and marketing programs
- Trade show development and coordination

### Education

Carson Newman College (1964)  
Truett-McConnell College (1961)

### Experience

1996-2002  
Vice President NA  
Gemtex, Inc.

1983-1995  
Vice President Sales and Marketing  
Glit, Inc.

1981-1983  
Vice President  
Merryware Industries

1973-1981  
Vice President General Manager  
Varian International Corp.

1965-1972  
Sales Manager  
ACH Brokers

