



# Padraig Lawlor

Resume Booklet



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### References

- Tony Donegan, (former) CEO (Managing Director), Kent Stainless
- Philip O Callaghan, CEO (Managing Director), examCRAFT
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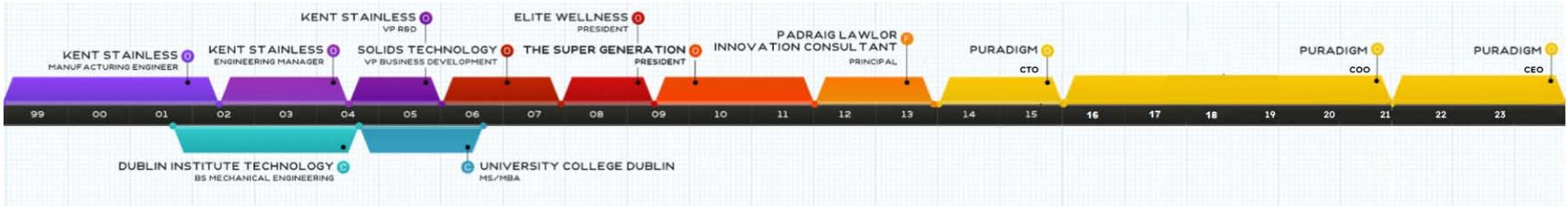
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# Career and Education



## Career Timeline



## Career Achievements

- Turned 2 failing companies into market leaders
- Developed strategic plans for 5 companies
- Launched over 20 new product/services

- Promoted to senior management at 27 years of age
- CEO of 3 start-up companies
- Published author of 2 books

## Education

2006  
**UCD Michael Smurfit Graduate Business School**  
 MS/MBA Technology Management

2004  
**Dublin Institute of Technology (DIT)**  
 BS Mechanical Engineering

## Strengths

- Learner** — a great desire to learn and continuously improve, excited by challenges
- Achiever** — works hard with a great deal of stamina, extremely goal oriented
- Focus** — prioritize then act, clear on direction, always keeps on track
- Restorative** — adept at dealing with problems, great at figuring out what's wrong and resolving it
- Discipline** — excellent at planning and execution, always follows through

Reference: Gallup Strength Finder 2.0



## Career Outline



PURADIGM®

### CEO

#### Puradigm

*January 2014 – Present San Diego, CA*

A manufacturer of purifiers, US-China supply chain (COO 5 yrs, CTO 2 yrs). Increased sales by 425% and share price by 278%. Achieved Series A funding of \$5m and filed \$100m patent infringement lawsuit against largest competitor. Exiting through acquisition to DSS (NYSEAMERICAN: DSS)



### Principal

#### Padraig Lawlor Innovation Consultant

*January 2012 – December 2013 (2 years) Dublin, Ireland/Philadelphia, PA*

Independent management consultant specializing in innovation consulting, new product development and new business development. Worked with growth-orientated companies and companies in need of turnaround solutions. Helped companies with product management, product marketing, and finding new segments or businesses.



### CEO

#### The Super Generation

*June 2009 – January 2012 (2 years 8 months) Dublin, Ireland*

Led start-up company in education sector to market-leading position in Ireland within 3 years. Company delivered innovative online and face-to-face learning & leadership seminars to over 10,000 students, teachers and parents annually.



### CEO

#### Elite Wellness

*December 2007 – June 2009 (1 year 7 months) Wexford, Ireland*

Led start-up company in Health & Fitness sector. Developed and implemented acquisition strategy, secured funding (€1.2m), negotiated acquisitions and identified operational changes needed. Implemented measures that increased staff productivity by 30%, reduced costs by 30%, and increased sales volume by 25%.



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 Career Outline continued
**(VP) Business Development Manager****Solids Technology**

*January 2006 – December 2007 (2 years) Wexford, Ireland*

Promoted to Business Development lead (reporting to CEO) in order to revitalize failing division. Increased sales by 40% (from €1.8m to €2.5m) in first year and achieved market leading position. Took company from trading loss to 16% net profit.

**(VP) R&D Manager****Kent Stainless**

*July 2004 – January 2006 (1 year 7 months) Wexford, Ireland*

Promoted to senior management team (reporting to CEO) for three Kent Stainless business units. Tasked with transforming the core competency of the company from manufacturing to design & development. Spearheaded 5 new product introductions and worked across multiple business sectors with cross functional teams.

**Engineering Manager****Kent Stainless**

*June 2002 – July 2004 (2 years 2 months) Wexford, Ireland*

Promoted to Engineering Manager of newly acquired subsidiary. Tasked with integrating engineering section into parent company. Recruited engineering team, implemented cost down initiatives and coordinated design of a new product range.

**Manufacturing Engineer****Kent Stainless**

*December 1998 – June 2002 (3 years 7 months) Wexford, Ireland*

Managed the production of various machines/contracts for a variety of customers including Sola Lenses (now Carl Zeiss), ABS Pumps, Bausch & Lomb and Honeywell. Duties included sales, pricing, material sourcing, design, drafting, sourcing sub-contractors and quality assurance.



# Work Samples





examCRAFT is a leading supplier in the education market in Ireland. Its products include mock exam papers (primary revenue source), text books, branded stationary, brochures, websites, and prospectus.

Due to changing governmental policies, the marketing for their primary product was rapidly diminishing. The company required a new product with export potential.

Padraig designed a unique software application to improve student performance that has the potential to triple revenue of the company to \$8m within 5 years.

**1**  
**Goal**  
Find a product to save the company



examCRAFT, the leading supplier of mock exam papers in Ireland, was facing financial challenges with a declining market for its primary product due to governmental policy changes.  
Objective: Find an alternative product (or business line) to save the company



**2**  
**Analysis**  
Tools to quantify the problem



The initial step was to analyze the existing business and identify potential opportunities. Models used included finding the company's Core Competencies, SWOT, Product/Market matrix and Exploit/Size matrix. A series of potential opportunities were identified.

 The diagrams include:
 

- Core Competencies:** A diagram showing three stylized human figures in a circle, with arrows pointing towards a central point.
- SWOT:** A 2x2 matrix with 'Strengths' and 'Weaknesses' on the top row and 'Opportunities' and 'Threats' on the bottom row.
- Product/Market matrix:** A 2x2 matrix with 'New' and 'Existing' on the vertical axis (Product/Service) and 'Existing Market' and 'New Market' on the horizontal axis.
- Exploit/Size matrix:** A 2x2 matrix with 'Low' and 'High' on the vertical axis (Ability to exploit) and 'Small Market Size' and 'Large Market Size' on the horizontal axis.



**3**  
**Research**  
Existing product opportunities



Research was carried out to ascertain if any existing products would achieve the goal in existing or new markets. Research methods included customer surveys, interviews and competitive product research. The results showed that none had a viable chance of achieving the project goal.

Product/Service	Existing	New
	Exlrl SGirl Jrlrl	JExUK JExIB SGEx EExUK EExIB

**5**  
**Test**  
Mock-up and testing



The result of the NPD was a software product aimed at improving student performance. The feedback from customers was excellent. The potential rewards from the project were vastly in excess of the initial goal. A mock up was created and tested with customers.



**4**  
**NPD**  
New product developed



A new focus was required. The NPD (new product development) process was initiated. Customers interviews, focus groups and surveys were carried out. The development team was expanded to include cross-functional team members, ideas were generated, and a product was selected. The process yielded many potential opportunities with the added benefit of employee motivation and buy in.



**6**  
**Success**  
Planning the development



The project risks were assessed as medium. To mitigate risks the plan used a hybrid of acquisition and internal development. The plan has the potential for \$5m in gross revenue within 5 years.

Business Exposure	High	Medium Risk	High Risk	V. High Risk
	Medium	Low Risk	Medium Risk	High Risk
	Low	V. Low Risk	Low Risk	Medium Risk
		Low	Medium	High
		Technical Uncertainty		

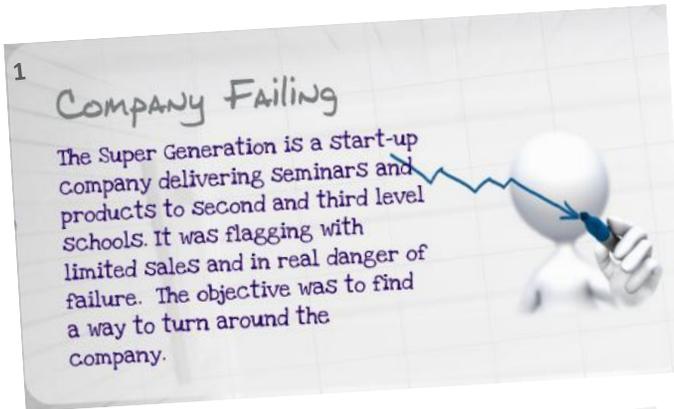
  

Strategies	Existing	New	Joint Vents.	Acquisition	Acquisition
		Int. Dev.	Joint Vents.	Int. Dev.	Int. Dev.
	Related	Outsource	Licen./Acq.	Joint Vents.	Acquisition
		Int. Dev.	Int. Dev.	Int. Dev.	Joint Vents.
		Existing	Licen./Chan	Int. Dev.	Int. Dev.
				Existing	New Technologies





The Super Generation is a start-up in the supplementary education market. The company was failing in their first year. Padraig was engaged to look at all aspects of the business and find a way to turn it around. He led the company to a market leading position within 3 years.





1

### Challenge

Company experiencing limited financial success despite large client pipeline. Objective was to streamline business and return it to profitability.

3

### Strategy Defined

Created a strategic plan that identified areas with high profit potential, established training division and focused services on key customers

Opportunities

Questions	Stars
Dogs	Cows

BCG Matrix

Target Customers

2

### ReSearch

Analyzed the company both internally and externally. Identified the key success factors for the business. Outlined the strategic options available.

Internal

S	W
O	T

Key Success Factors

External

PEST

4

### Success

Achieved 70% increase in gross sales and went from a net loss to 16% net profit. Recruited as non-executive director.

AMPM Safety & Environmental, the leading health & safety consultancy in South East Ireland, was experiencing limited financial success despite a large client pipeline. Padraig was enlisted to streamline the business and return it to profitability.

Padraig carried out in-depth customer research by immersing himself in the customer experience, carrying out extensive interviews and involving himself in the company's daily activities.

Several strategies were developed and prototyped, including safety contracts offering service on a monthly retainer, training courses for clients, and new service offerings. The successful strategies were implemented, resulting in 70% revenue growth within 12 months.



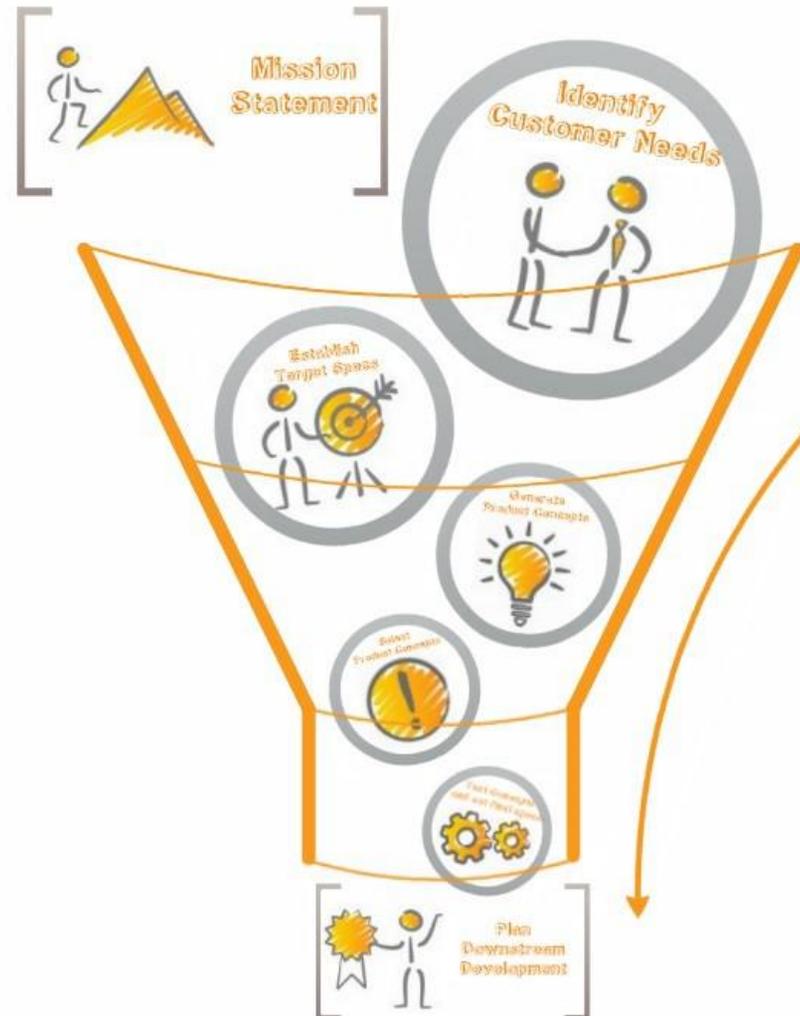


Solids Technology International is a leading supplier of sewage treatment products including belt presses (a machine that mechanically separates water and sewage sludge to reduce the cost of disposal).

The company was experiencing increased competition across the European market. Their product, considered high end, was losing market share to low cost alternatives.

Padraig led the NPD process to create a new machine .

## NPD Process





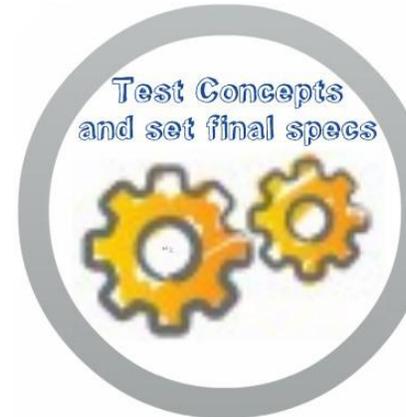
Identifying customer needs was where Padraig brought the greatest benefit. His ability to turn customer needs into technical specifications was the key success factor of the project.



Product concepts were selected based on their strategic fit, technical feasibility, commercial viability, and projected return.



A deep understanding of the product was required and his analysis established the target specs around lower cost and increased performance.



Concepts were tested by building a prototype and field testing. All stakeholders were involved and the product was refined with additional improvements. Final specs were set and the product family reduced from 24 to 12.



Brainstorming with a multi-disciplinary team helped to generate product concepts that matched the target specs and customer needs.

Product launched:

- Reduced costs by 30%
- Increased performance by 10%
- Market lead achieved



The final launched product had a 30% reduction in manufacturing cost and a 10% increase in performance. It established a marketing-leading position in its first year.





Kent Stainless is a leading manufacture of stainless products and machines in Ireland (top 1000 company). Having achieved success as a sub-contractor, the company attempted to transform its core competency from manufacturing to design and development.

The company embarked on a series of acquisitions and engaged Padraig to merge the engineering divisions of the new companies into the parent. Padraig also established a project to assess the current technological gaps and set strategic priorities for each division’s product development efforts.

The technology audit involved assessing the technology base and defining the product-market linkages for each of the divisions.

### 1. Technology Base

*Step 1 of the technology audit involved analyzing the technology resource base by constructing a "Technology-Product" framework.*

**Technology-Product Framework**

	Technology 1	Technology 2	Technology 3	
				PRODUCTS
TECHNOLOGIES				Product 1
X				Product 2
X	X			Product 3
X		X		

**Analyzing the technology**

### 2. Product Market Technology Linkages

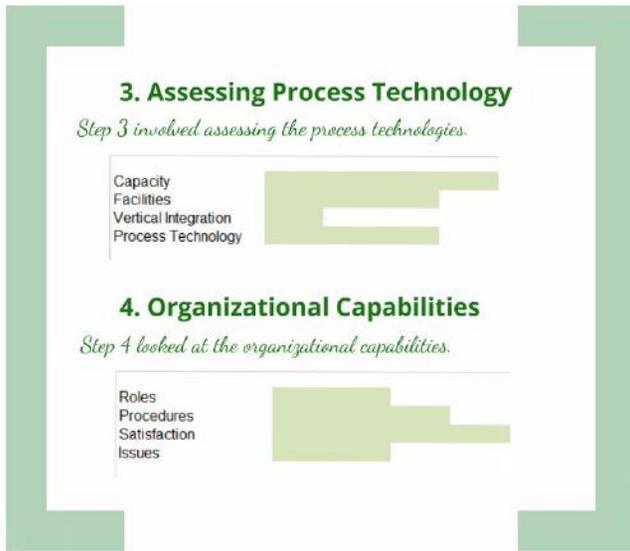
*Step 2 involved finding the Product-Market-Technology linkages and assessing if they meet the customers needs. Then diagnostic tools were used to assess the performance of each product.*

**Customer Needs**

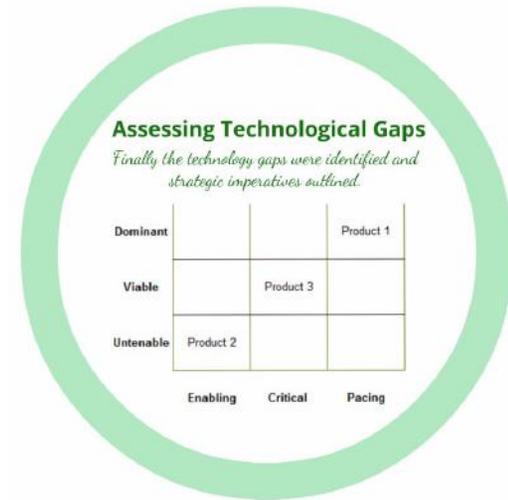
Product	Ranking	Key Factor
Performance	Winner	X
Cost	Breaker	X
Ease of use	Qualifier	

**Diagnostic Tools**

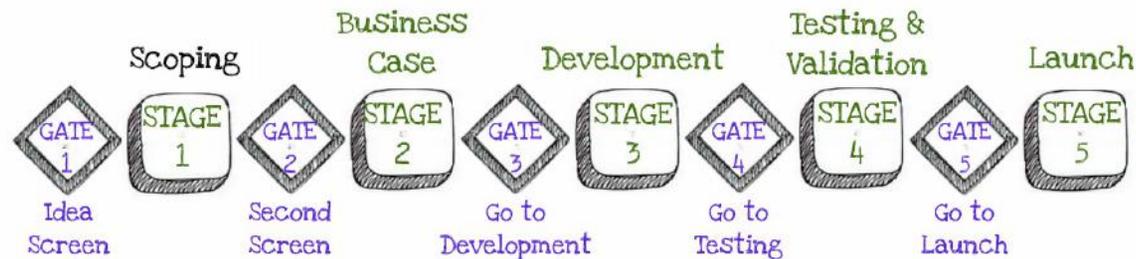




Diagnostic tools including technology s-curves, price performance and customer needs analyses established a baseline for current products. These were then matched to the organization’s capabilities and the technology gaps were identified.



This allowed Padraig to set strategic priorities for each of the company’s divisions. It also influenced his recommendations to discontinue some product lines and establish research priorities for others. The final phase of the project required the creation and implementation of a new product development process. Padraig designed and implemented a process based on the stage gate protocols.



# References



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**Tony Donegan, (former) CEO (Managing Director), Kent Stainless**

e: tony.donegan@monabricka.ie t: +353 87 629 3204 a: Barntown, Wexford, Ireland.

I highly recommend Padraig Lawlor as a candidate for your organisation. I worked with him between 2002 and 2006 during my time as Managing Director (CEO) for Kent Stainless (Wexford) Ltd. Padraig's roles included Manufacturing Engineer, Engineering Manager and R&D Manager.

He displayed excellent leadership qualities and gained promotion rapidly during his tenure. His promotion to our senior management team, above many more senior engineers, was evidence of the potential he displayed and the esteem in which he was held. He was a key player in helping the company transition from a sub contracted manufacturer to a designer of our own proprietary products. I consider him one of the finest individuals I have had the pleasure to know and would have no hesitation in hiring him again. He would be a tremendous asset for your company and has my highest recommendation. If you have any further questions with regard to his background or qualifications, please do not hesitate to call me.

**Philip O Callaghan, CEO (Managing Director), examCRAFT Group**

e: philipocallaghan@examcraft.ie t: +353 86 819 0728 a: 45 Claremont Court, Glasnevin, Dublin, Ireland. .

I worked with Padraig from 2007 to 2012 during his tenure at Elite Wellness and The Super Generation. I was chairman of the board of both companies and Padraig fulfilled the role of Managing Director (President). I have also hired Padraig as a consultant to the examCRAFT group in the past 2 years.

He is a person of the very highest calibre, he sets the highest standards for himself and is only satisfied when he achieves or exceeds them. His ability, work ethic and motivation are beyond question. He has consistently shown his ability to lead and has the ability to align those around him to a vision and purpose. He has the capacity to analyze and diagnose extremely technical problems while maintaining an ability to think strategically about a company's direction. I would have no hesitation in recommending him. Please feel free to contact me if you require any further information.

**Pat Dunphy, CEO (Managing Director), AMPM Safety & Environmental**

e: pat@ampmsafety.ie t: +353 86 837 9069 a: Newtown, Adamstown, Co. Wexford, Ireland.

Padraig has been a board member and adviser to our company for many years. He has been a director of the company since it was established and has continuously been involved in the business expansion of the company.

He helped redevelop our business model, resulting in 70% growth, and was instrumental in setting our strategic priorities. He helped us focus on relationship building within our consulting practice and identified that having a training division was essential to our growth. He has been a source of guidance and support and would be a fantastic addition to any team. I would recommend him to any organization.



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## Recommendations

**Tom Walsh:** IT Service Management Lead at Novartis Global TechOps e: tom@eclipsecoaching.com

Having known and worked with Padraig over many years I am a great admirer of the high professional standards he sets for himself and the passion with which he delivers excellent results. He is extremely focused, tenacious and determined with all his projects and he influences and motivates stakeholders with his own desire to succeed. Padraig is an expert in innovation and knows how to make a creative project successful. I would gladly recommend him to lead and manage key initiatives to transform a business.

**Adrian Purcell:** Palo Alto Networks Business Manager at The NextGen Group e: adrian.o.purcell@gmail.com

Working with Padraig was an absolute pleasure. He was of invaluable assistance in putting our business plan together and in setting out clear objectives in our start up phase. He was both a skillful advisory and an inspiring supporter. He has a keen business acumen, a deep understanding of what it takes to make a business successful and an ability to focus on what is most important. I would be happy to recommend him to any start up or established company.

**Brendan Ring:** Commercialisation Manager at Trinity College Dublin - CRANN e: brendan.ring@tcd.ie

I have known and worked with Padraig for many years. He is a brilliant guy to work with, extremely motivated, very creative and dynamic, great attention to detail and a really personable guy to engage with. On one particular project, we hired Padraig to carry out market research on a complex piece of technology. He did an excellent job on this. He has an uncanny ability to understand customer needs and communicate this to us in a clear and concise manner. He is extremely passionate with what ever project he takes on and is one of the most determined people I have met. He has consistently delivered beyond expectations and is certainly a pleasure to work with. I would highly recommend him to anyone

**Shane Dunphy:** Director at AMPM Safety & Environmental Ltd. e: shane@ampmsafety.ie

Padraig is an expert in business development and has been an invaluable member of our team. He helped us grow our company exponentially by refocusing the way we do business. His ability to translate customer needs into commercial realities was invaluable. I would highly recommend him.

**Ian Lawlor (No relation):** Co-founder & Partner at Horizon e: ian@horizonspeakers.com

I have been very impressed with the efforts Padraig and the Super Generation team have made to raise the attitudes and ambitions of young people. To direct people at that age to listen to their own voice and not the confusing signals from others is a valuable tool for someone as they approach their time to leave school and fend for themselves. More power to you and best of luck in your endeavours.



### Contact Details



215-421-9461



padraig@padraiglawlor.com



www.padraiglawlor.com

### Interesting Facts

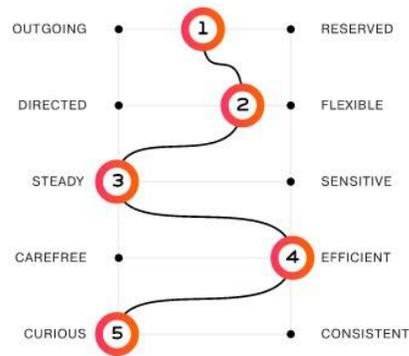
#### HOBBIES



#### LANGUAGES



#### IDENTITY



#### SKILLS



Historical figure I'd most like to meet  
  
Socrates

My favorite author  
  
Malcolm Gladwell

My personality type  
  
Mastermind

My favorite scientist  
  
Niels Bohr





For more information visit:

[www.padraiglawnor.com](http://www.padraiglawnor.com)

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