

DAN LAWELLIN

GLOBAL BUSINESS EXECUTIVE · GROWTH OPERATOR · PRINT APPLICATION EXPERT

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EXECUTIVE
RESUME
RAVENWELL

EXECUTIVE PROFILE

Global business executive with 20+ years of leadership across P&L, commercial growth, product management, operations, enterprise systems, and new-application development in B2B manufacturing. Member of Kernow Coatings' eight-person global operating board. Known for connecting technical print expertise with disciplined commercialization and for converting strategy into measurable growth, resilient operations, and stronger enterprise capability.

13%+	300%	30%	8
RECENT YEAR-OVER-YEAR GROWTH	MORE ORDER-INTAKE CAPACITY	FASTER PRODUCT LAUNCHES	TIER-1 OEM ECOSYSTEMS

LEADERSHIP SCOPE

P&L; & General Management	Growth Strategy & Execution	Global Product Management
Print Application Development	Substrates, Films & Coatings	Stage-Gate & Portfolio Governance
ERP, CRM & Enterprise Systems	OEM & Strategic Partnerships	Supply Chain, 3PL & Operations

PROFESSIONAL EXPERIENCE

Director, Business Development — Global

APR 2025 —
PRESENT

KERNOW COATINGS · PENRYN, CORNWALL, UK / GLOBAL

- Serve on the eight-person global operating board with strategic scope spanning sales, marketing, operations, technical, product, enterprise systems, and executive customer engagement.
- Authored and began implementation of the board-approved FY2026 global product-management strategy and governed ten-stage launch model; enabled eight launches over 18 months with 30% faster concept-to-market time.
- Own global OEM strategy across eight Tier-1 print OEMs and ecosystem partners, coordinating qualification, testing, regulatory review, and joint commercialization.
- Maintain annual forecast variance within $\pm 5\%$; implemented live inventory valuation and led enterprise AI governance, cybersecurity risk assessment, training, and technical controls across five countries.

Vice President, Business — North America

AUG 2023 — APR
2025

KERNOW NORTH AMERICA · NEW YORK, NY / CORNWALL, UK

- Held full North American P&L accountability and led strategy across sales, operations, supply chain, systems, and a five-person sales organization.
- Delivered 13%+ year-over-year growth and directed a global ERP/CRM transformation that increased order-intake capacity by 300%.
- Led a 3PL transition and warehouse restructuring, improving fulfillment reliability and operating efficiency.

Director, Business — AmericasJAN 2014 — AUG
2023**KERNOW NORTH AMERICA · CONCURRENT GLOBAL PRODUCT MANAGER**

- Directed North American sales and distribution across the U.S., Canada, and Mexico while owning global product strategy for HP Indigo, high-speed inkjet, and wide-format substrate portfolios.
- Sustained double-digit growth from 2014–2019, positive growth through 2020–2022, and 13%+ growth in FY2022–23 through channel development, portfolio expansion, supply continuity, and customer retention.
- Led post-acquisition integration of customers, inventory, systems, and warehouse operations while expanding the combined offering by 30%.

Vice President — Business & DevelopmentJAN 2012 — OCT
2013**MASTERPIECE GRAPHIX · FENTON, MISSOURI**

- Directed business development, product creation, strategic accounts, OEM/distribution partnerships, and a nine-person sales organization.
- Averaged 27% year-over-year revenue growth and redesigned the sheet-film division around pick-and-pack inventory, increasing throughput and reducing cost.
- Hired and developed two leaders who later became the company's CEO and Vice President.

National Sales Manager / Product ManagerAUG 2007 — JAN
2012**MASTERPIECE GRAPHIX · FENTON, MISSOURI**

- Led R&D and commercialization of digital-print substrates across labels, packaging, wide-format inkjet, and HP Indigo applications.
- Founded the Cut Sheet Films Division, generating \$1.2M in gross sales in its first year; established a strategic 3M partnership and launched western distribution.
- Contributed to company-wide annual growth of up to 30% from 2008–2011 through new products and market expansion.

Operations & Site Development

2004 — 2007

JUST ME MUSIC MIDWEST · MULTI-STATE RETAIL OPERATIONS

- Helped expand a family retail business to seven locations across three states; personally negotiated, opened, and managed four sites and supervised 12 employees.
- Managed inventory, vendors, scheduling, staffing, and location-level P&L—an early education in customers, cash, people, and consequences.

INDUSTRY LEADERSHIP & EDUCATION**INDUSTRY LEADERSHIP**

DSCOOP Partner Advisory Board (2018–2019); member, DSCOOP Americas and Europe; industry speaker, webinar presenter, technical trainer, and advocate for application-led print growth.

EDUCATION

Truman State University
Coursework in Psychology ·
Kirksville, Missouri

PRINT & APPLICATION EXPERTISE

Digital print · Synthetic films and papers · Pressure-sensitive labels · Coatings · Substrate selection · Embellishment and finishing · HP Indigo · High-speed inkjet · Wide format · OEM qualification · Color management · Packaging and durable applications