



Robert Hess

Director, Market Diversification

Robert Hess has over twenty years experience developing and implementing sales and marketing strategies for companies – both penetrating new markets, as well as increasing market share in existing markets. Clients have ranged in size from \$1 million to \$12 billion, and his objective at the MMTC is to apply best practice knowledge to assist customers in expanding market share, identifying new streams of revenue and leading them in the development of new products and processes.

Rob's background includes creating workforce development and training tools to help manufacturers solve problems and sustain successful practices; analyzing project risk and mitigation, resource allocation and return on investment. He has a proven track record of identifying and achieving profitable sales growth with companies that execute his recommendations, for products and services ranging from industrial to consumer, in both domestic and international markets.

Complementing his professional career, Rob's educational background includes a Bachelor of Science in Management Systems; Marketing from GMI Engineering and Management Institute (now Kettering University), an MBA from Eastern Michigan University, and additional masters-level coursework at the University of Michigan, Ann Arbor.