

## **Peter C. Dent**

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### **President/CEO/Executive Leadership**

**Global Revenue Generation / Start-ups/ Board Development / Non-Profit leadership/P&L / Strategic Planning & Alliances / Program Management / R&D & IP Direction/Government Relations**

Strong technical and entrepreneurial background. Record of success leading international and U.S. for profit and not for profit businesses. Developed highly successful sales and marketing programs and business models within diverse industries including instrumentation, chemicals, semiconductor, superconductivity, rare earth elements, advanced materials, nano technology, powdered metallurgy, cryogenics, medical equipment and non-profit sectors. Achieved targets through market additions, sales growth, corporate mergers, diversifying opportunities, new product development, U.S. government sponsored research, smart partnerships and enhancing productivity.

**BS**, Chemical Engineering, Lehigh University

**Fluent** in German, Italian

#### **Notable Achievements**

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- **Led business growth for US rare earth permanent magnet manufacturer in the USA** by increasing sales at 9% year over year, organic growth, more than doubling sales in declining offshoring Chinese dominated market.
- **Launched a German software-laden test and measurement systems company into the US market** and achieved success through a North American distribution company.
- **Led market launch of a new product** for superconducting materials characterization at cryogenic temperatures, resulting in 30% of sales revenue within the cryogenic laboratory systems segment within 2 years.
- **Spearheaded the efforts of a non-profit organization** to place a 24-foot bronze sculpture dedicated to the inspiration of Leonardo da Vinci in Milan, Italy and scale replicas in Vinci, Italy and the US, including siting agreements, international partnerships, trilingual news media interviews and public speaking. Conceived and executed merger with another 501(c)3 non-profit to advance mission.

#### **Career Chronology**

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**CDG Environmental LLC, Technology Development Manager for (2013-2016), VP of Operations & Regulatory Affairs (2016), President (2017-2022), Research Fellow (2022-present)**

Led PA based and remote state staff, lab and operations, including office management and logistics, production personnel, sales and engineering. Manage strategic component and materials sourcing for manufacturing and engineering. Responsible for P&L, strategic planning and execution, market & distribution strategies, patent portfolio management and protection, revenue growth, cash management and health care insurance choices. Navigate compliance including EPA-FIFRA OPP & Office of Water, FDA, DOT, DHS, DOL, OSHA, and state and international antimicrobial pesticide and Hazmat transport regulations and labeling. Oversee testing for regulatory and third-party product drinking water disinfection chemicals, kosher and organic registrations. Develop chemical processes, qualify new or improved products, source materials, processes, services, and packaging. Provide technical support, competitive product market positioning leadership and assistance to sales and marketing efforts of VP of Sales, manufacturers' representatives and distributors. Lead continuous improvement efforts, value stream mapping, KPI development, Kanban triggers, corrective actions and perform root cause analysis. Direct development of new ventures, regional warehousing and production opportunities.

**VP Business Development (2008 to 2013), Director of Sales & Marketing (2003 to 2008) for Electron Energy Corporation:** Provided strategic and tactical direction for the company's worldwide sales, marketing and business development efforts. More than doubled sales of US operated rare earth permanent magnet producer over nine years through organic growth with new applications and market additions, value added products and services and contract research. Managed direct sales force, inside sales staff, project management, marketing, website and collateral materials development, PR, sales forecasting, databases and trade show and conference participation. Led company's government relations and advocacy efforts from changes to federal legislation to executive branch rule making and actions by DOD, DOC, USGS, USTR, DOE and the White House OSTP. Grew federally sponsored research funding by over \$13 million through SBIR and DOE ARPA-E grants. Assisted with cost reductions, process changes, LEAN manufacturing/continuous improvements efforts, ISO 9001 & AS 9100 compliance, safety programs and new capital equipment justifications. Managed IP's and partnership agreements, technology portfolio and new product development. Led efforts to improve International Traffic in Arms Regulations (ITAR) compliance processes.

**President/CEO (1999 to 2003):** Led highly successful and visible non-profit organization, **Leonardo da Vinci's Horse, Inc.**, until merging organization with the Discovery Center of Science and Technology to become the **Da Vinci Science Center**. Handled marketing efforts, licensing, trademark and copyright management, strategic planning & partnering for a \$10-million dollar 501(c)3 non-profit project dedicated to Leonardo da Vinci in the US and Italy founded by a family member. Recruited members of the board of trustees, managed projects, company finances, P&L, program development, operations, site negotiations, fund raising, marketing and public relations.

**Product Manager (1996-1999):** Directed the start-up, product launch in North America for **Micro Photonics, Inc.** for a \$3M high-tech product line of a German company. Hit break even in 18 months and in less than 3 years US sales became the company's most successful market outside of the home market. Responsible for P&L, marketing, product market positioning & pricing, and technical sales. Directed technical service & installation, applications and support. Managed trade shows, public relations, import, export and customs issues.

**Previous - Product Manager, Senior Service Engineer and Manufacturing Engineer Air Products & Chemicals, Inc.**

### **Professional, Personal and Charitable**

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President/CVO of Board of Directors of Greater Valley YMCA, Governance/Board Development chairman, Strategic Planning committee member. Pastoral Nominating Committee Chair for First Presbyterian Church of Allentown Lead Pastor search. Former President of Board of Directors of Allentown YMCA, CEO Search Committee Chair and corporate non-profit merger board leader; former Chairman of Board of Trustees of the Da Vinci Science Center, CEO Search Committee Chair; Co-founder of the 501(c)6 US Magnetic Materials Association; former Member of Allentown Arts Commission; founding Board Member Allentown Chapter of the Lehigh Valley Chamber of Commerce; former Trustee Baum School of Art, and Leonardo da Vinci's Horse, Inc.; founder Mid-Atlantic Chapter Cryogenics Society of America, Vistage International CEO "CE" group member.

Numerous technical and business publications and talks in magnet technology and rare earth and critical materials supply chain issues.

Enjoy old home restoration projects. Avid road bicyclist, professional ski instructor, and lecturer on Leonardo da Vinci, Dante Alighieri and the Italian renaissance.