
JENNY DOBMEIER

PASSIONATE ABOUT EMPOWERING LEADERS THROUGH PERSONAL DEVELOPMENT AND HIGHER EDUCATION

EDUCATION

MBA, University of Denver, Daniels College of Business, Executive Program, 2006

MS, University of Virginia, Materials Science and Engineering, 1998

BA, State University of New York at Geneseo, Physics Major; Mathematics Minor, 1996

CAREER PROGRESSION WITH SELECTED ACHIEVEMENTS

University of Denver, Daniels College of Business, 2020 to Present

The mission of the Daniels College of Business is to benefit the public good by developing business pioneers through impactful scholarship, challenge-driven education and lifelong learning.

Teaching Assistant Professor

2022 - present

Teach strategic marketing and supply chain courses including specialized digital marketing courses such as search engine optimization, social media marketing, mobile marketing, and digital demand strategies.

Adjunct Faculty

2020 - 2022

Teach and consult in areas of Leadership, Executive Team Development, Strategic Planning/Execution, Innovation, Supply Chain Management and Global Business enhancing learning content with real-life business experiences.

Fuse Consulting, LLC, 2016 to Present

Our mission is to empower and elevate leaders by developing the total person to enhance an individual's effectiveness as a leader through work/life balance coaching and business consulting.

Founder and CEO & Certified Nutrition Coach

2016 - present

Continuous growth demonstrated by adding 150 new clients per year and increasing profit by 30% each year through authentic storytelling and marketing across multiple digital channels. Established my brand, executed advertising strategies and reviewed marketing analytics to optimize approach.

Johns Manville (JM), 1998 to 2016

JM manufactures insulation, roofing and nonwovens for commercial, industrial and residential applications.

Marketing Director

2015 to 2016

Led marketing team for commercial and industrial insulation segments. Developed and implemented strategy for marketing, trade show and customer initiatives. Optimized communication methods and technologies to engage target audiences as part of fully integrated demand generation campaigns.

Global Business Leader

2011 to 2015

Direct supply, operations, sales and marketing for \$90M global business including development of long-term business strategy and annual operating plans. Grew revenue 14%, exceeding market growth, while increasing profit margin.

Senior Product Manager

2009 to 2011

Responsible for profitability of \$290M product portfolio. Developed and implemented global marketing strategies to maximize sales and contribution margin. Directed supply, inventory, and operations with cross functional leaders.

Innovation Leader

2008 to 2009

Explored customer relationships to determine unmet needs, innovate solutions and commercialize new products. Provided leadership to 7 product development engineer direct reports and managed complex project portfolio.

Supply Chain Leader

2005 to 2008

Responsible for \$24M raw material spend globally. Directed functions of sourcing, materials management, operations planning, distribution, logistics, retail, demand forecasting, order fulfillment to achieve the lowest total cost.

Product Development Manager

2003 to 2005

Led product development team and managed multiple innovation projects to create competitive advantage for strategic customers by designing unique products with improved performance.

Research Engineer

1998 to 2003

Directed cross-functional team identifying root causes of variation in manufacturing operations, developing computer models to determine variables, and implementing process control measures.

BUSINESS SKILLS

- Social Media Marketing
- Google Analytics
- Advertising Analytics
- Audience Segmentation
- Margin Enhancement
- Executive Presence
- Leading by Influence
- Building Strategic Relationships
- Six Sigma Black Belt
- Contract Negotiations
- Strategic Sourcing
- Project Management
- Gantt Chart Expertise
- Leading Cross-Functional Teams
- Product Price Negotiation
- Managing Operating Budgets

APPOINTMENTS AND ACHIEVEMENTS

- Faculty Senate, Marketing Department Senator, 2023-present
- Executive Advisory Board, Marketing Department, Co-Chair, 2023-present
- Advanced Google Analytics Certification, 2021
- Google Ads Search Certification, 2021
- GAIC: Google Analytics Individual Qualification, 2021
- Insights Discovery® Accreditation, 2021
- New Leader Award (for mentoring 2 partners to leader status in their coaching business), 2020
- Legend Award (signifying 24 consecutive months of business growth), 2018
- All-Star Award (signifying 12 consecutive months of new customer growth), 2016
- JM Customer Experience Award 2014
- Leadership Ascent, Leadership Development Program for Women, 2013-2014
- JM Executive Leadership Conference Speaker, 2013
- Nonwoven Fabrics Industry Association, Filtration Show Technical Session Moderator, 2013, 2014
- JM Executive Leadership Conference Speaker, 2012
- JM Experience Award 2006
- The Association of Pulp and Paper Industry Conference Speaker, 2004, 2005, 2006
- Six Sigma Black Belt, Certified 2004
- JM Excellence in Innovation Award 2004
- JM Executive Leadership Conference Speaker, 2003

PROFESSIONAL SOCIETIES

- American Marketing Association, member 2023-present
- Association of the Nonwoven Fabrics Industry (INDA) Elected Board Member, 2012-2015
- INDA Filtration Show Committee, 2012-2015
- INDA, member 1999-2015
- American Filtration & Separation Society (AFS), member 2014 to 2015
- American Society of Heating and Air-Conditioning Engineers (ASHRAE), member 2013 to 2015
- The Association of Pulp and Paper Industry (TAPPI), member 1999-2014