

Mark Kardon
Senior Marketing and Product Development Leader



Mark is a senior level Marketing Executive who brings a blend of strategic thinking and execution to his marketing roles. He is a leader and team oriented executive who is open, positive and thoughtful. He understands what it takes to motivate a team and guide them to achieving their objective. Mark has successfully created and staffed marketing organizations with the focus on new product development processes. He has a diversified understanding of consumer and B2B markets, channels of distribution and customer segments. As a member of the executive team he provides leadership for strategic market direction, competitive intelligence, brand management, product rationalization and market/customer communications. Mark has established domestic and global supply chain partnerships maximizing revenue and profit with P&L

Mark is described as an energetic and optimistic leader that propels new thinking in customer-focused marketing initiatives.

responsibility. Recently he was the VP-Marketing at American Fluorescent and has provided marketing leadership for Randa Accessories, L.C. Industries and General Binding Corporation.

Mark received his MBA from the Keller Graduate School of Management graduating with Distinction. He received his BS in Management from the Pennsylvania State University. Mark also received his Six Sigma Green Belt certification from the Chicago Deming Association.

**Find out more about Mark at www.linkedin.com/in/markkardon
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