



# MARKETING PORTFOLIO

B2B & B2C SAMPLES

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SENIOR MARKETING SPECIALIST



# B2B MARKETING CAMPAIGN

PLM FOR GREEN ENGINEERING & SUSTAINABILITY CAMPAIGN


ASSETS DEVELOPED:

- LANDING PAGE – WEB COPY
- CASE STUDIES
- CUSTOMER VIDEO TESTIMONIALS
- BLOGS

All scripts are available upon request

# PLM FOR GREEN ENGINEERING LANDING PAGE

Asset developed: Web copy

 / Green Engineering

## PLM for Green Engineering: Utilize Digital Thread Capabilities to Support Sustainability Initiatives

Base design and sourcing decisions on the impact they will have on your Co2 footprint

[Contact Us](#)

Click on image to access webpage

# PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Case Studies



Electrolux



HP



Lifetime

Click on each box to access assets

# PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Customer Video Testimonial



Vestas Sustainability Initiative

Click on the image to access video

# PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Blogs



Sustainable Design



Sustainable Engineering



Sustainable Manufacturing

Click on each box to access assets

[Click here for more blog samples](#)

# EXTRA ASSETS

[Vestas Digital Innovations | PTC](#) - I developed all the solution videos for this webpage

Long-form video stories – I scripted each of these customer testimonials:

- [Volvo Construction Equipment: Managing Complexity with Windchill Modular Platforms | PTC](#)
- [Lufthansa Technik Soars to New Heights in Manufacturing and Service by Implementing a Digital Thread | PTC](#)
- [Schaeffler: Building a Digital Thread for Mechatronic Design and Software Driven Innovation | PTC](#)

Blogs:

- [PLM in the Automotive Industry](#)
- [What is an Information Silo?](#)
- [5 Key Considerations When Selecting BOM Management Software](#)

# SALES ENABLEMENT ASSETS

## **Value Roadmap Customer References**

I developed all the copy and videos for a 36-customer reference deck, with each slide featuring a solution video. This deck was designed to empower the Sales team by showcasing how our product adds real value for customers. Sales representatives use it in meetings to illustrate how current customers leverage our solutions, highlighting the tangible benefits and value they gain.

I'm showing just a sample of it below.



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# ENTERPRISE CHANGE MANAGEMENT - CUSTOMER CASE STUDY

## Value Realized: iRobot

For over 30 years, iRobot, the manufacturer of the Roomba robot vacuum, has been a global leader in the robotics and consumer products industries. iRobot's vacuums have facilitated floor cleaning in more than 40 million homes worldwide. They continue to innovate and expand their product portfolio to cater to consumer needs.

[Learn More](#)

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### CHALLENGES

iRobot continuously conducts product quality checks, testing, and prototyping, leading to a high rate of change. Without an effective change management solution, the manufacturer faced challenges. Teams experienced a lack of data associativity within their systems, making it difficult for both internal and external teams to stay informed, share information, and implement changes. This resulted in poor data governance and visibility, slowing down production. Additionally, managing the change tracking system separately from the change execution system was problematic, as they were not integrated into a single cohesive system.

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### SOLUTION

iRobot leverages enterprise change management enabled by Windchill to handle the high rate of product changes and manual handovers, increasing speed and efficiency across the organization. By implementing custom workflows, notifications, and change execution, iRobot can now track change workflow iterations and their maturity levels. Additionally, the manufacturer can selectively share access to changes with external partners, such as contract manufacturers.

[Understanding Change Management in Windchill eBook](#)

*“Windchill was definitely the leader and still is that leader today in being able to deploy, customize, create workflows, and tailor the entire enterprise change management process for an organization.”*

**Scott Morris**

PLM Manager, iRobot

# CUSTOMER INSIGHTS - IROBOT



# CONFIGURATION MANAGEMENT - CUSTOMER CASE STUDY

## Value Realized: Terumo MicroVention

MicroVention is a rapidly growing medical device company pioneering catheter-based, minimally invasive neuroendovascular technologies, offering therapeutic advantages for neurovascular disorders. With over 30 products in their portfolio, their goal is to create the most reliable, user-friendly, and technologically advanced products in the industry.

[Learn More](#)

### CHALLENGES

MicroVention faced challenges in ramping up production, expanding its portfolio and regional presence, and overcoming the limitations of manual engineering process. Also, the neurovascular products they produce are inherently complex due to several factors: their high precision and miniaturization, the advanced materials used, the integration of sophisticated software, the stringent safety and efficacy standards, and the need for customization and versatility. Medical device manufacturers without an efficient configuration management solution often struggle to manage this level of complexity. This can lead to issues such as lack of governance, poor traceability, and ineffective downstream communication, ultimately impacting the quality of work. This is a critical issue as the lives of patients depend on it.

### SOLUTION

MicroVention has leveraged Windchill to start building visualizations across product families, leveraging better design reuse and potentially integrating those with work instructions. For the manufacturer, configuration management has impacted not only creating the designs upstream but also the manufacturing deliverables and into service. Now, teams can unlock governance and traceability, engineering efficiency, and generate accurate orders.

[Understanding Configuration Management in Windchill eBook](#)

*“PTC does provide those level of objects that help me manage the higher-level product families. I can take 7 to 10 products, manage all that within a single structure. That lets me properly plan for the products that I need to build and the key capabilities I'm gonna introduce into the whole family.”*

**Eric Horn**

PLM Solutions Architect, MicroVention

# CUSTOMER INSIGHTS - MICROVENTION





# B2C MARKETING CAMPAIGN

## PENTAIR SUMP CONTROLLER MARKETING CAMPAIGN

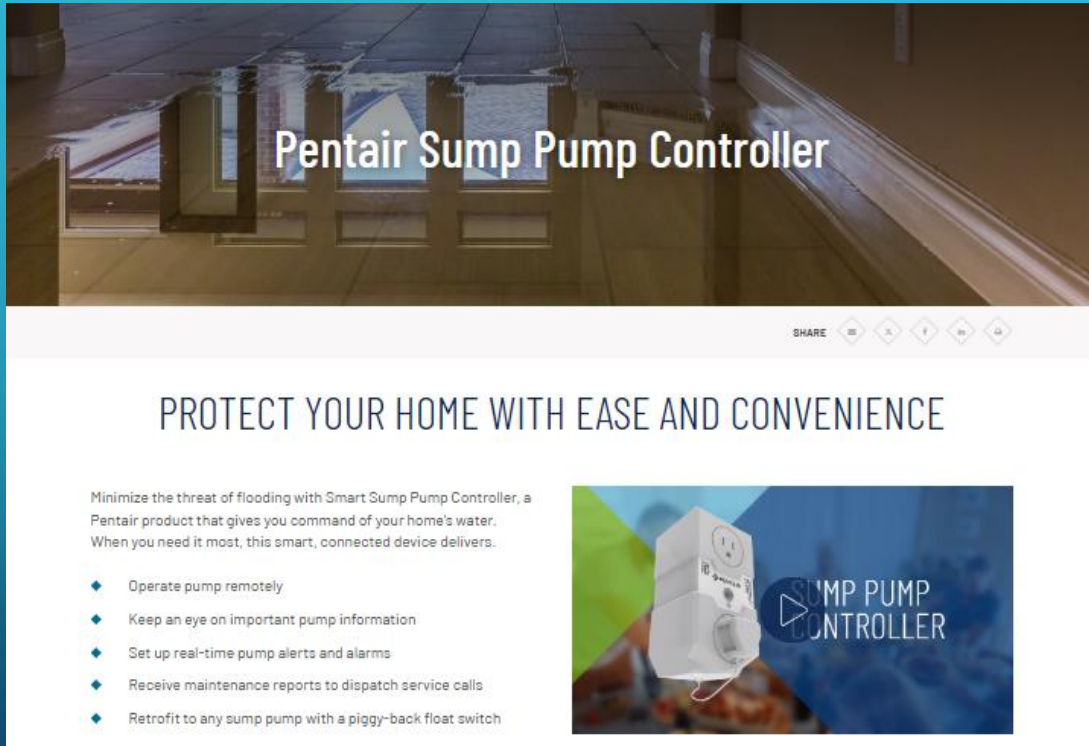
### ASSETS DEVELOPED:

- LANDING PAGE – WEB COPY
- PRODUCT PAGE – WEB COPY
- PROMO AND OPERATION VIDEO
- SALES SHEET
- HOMEOWNER'S GUIDE
- PRESS RELEASE
- PRODUCT PACKAGING
- SOCIAL MEDIA ADS

# PENTAIR SUMP CONTROLLER CAMPAIGN WEBPAGES

Assets developed: Web copy

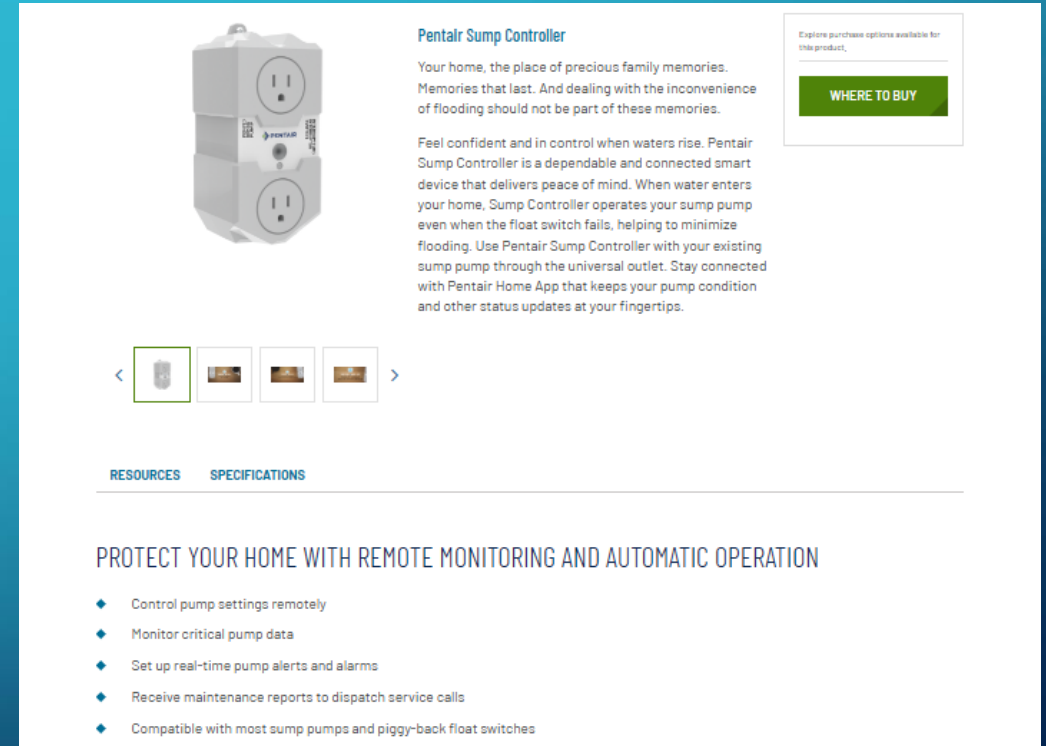
## Landing Page



The landing page features a hero image of a flooded basement with the text "Pentair Sump Pump Controller" overlaid. Below the hero image is a "SHARE" button with social media icons. The main headline reads "PROTECT YOUR HOME WITH EASE AND CONVENIENCE". A sub-headline states: "Minimize the threat of flooding with Smart Sump Pump Controller, a Pentair product that gives you command of your home's water. When you need it most, this smart, connected device delivers." To the right is an image of the sump pump controller with the text "SUMP PUMP CONTROLLER". A list of features is provided:

- ◆ Operate pump remotely
- ◆ Keep an eye on important pump information
- ◆ Set up real-time pump alerts and alarms
- ◆ Receive maintenance reports to dispatch service calls
- ◆ Retrofit to any sump pump with a piggy-back float switch

## Product Page



The product page features a large image of the Pentair Sump Controller. The product title is "Pentair Sump Controller". The introductory text reads: "Your home, the place of precious family memories. Memories that last. And dealing with the inconvenience of flooding should not be part of these memories." A "WHERE TO BUY" button is located in the top right corner. Below the main image is a carousel of smaller product images. The page includes sections for "RESOURCES" and "SPECIFICATIONS". The main headline is "PROTECT YOUR HOME WITH REMOTE MONITORING AND AUTOMATIC OPERATION". A list of features is provided:

- ◆ Control pump settings remotely
- ◆ Monitor critical pump data
- ◆ Set up real-time pump alerts and alarms
- ◆ Receive maintenance reports to dispatch service calls
- ◆ Compatible with most sump pumps and piggy-back float switches

Click on each image to access webpages

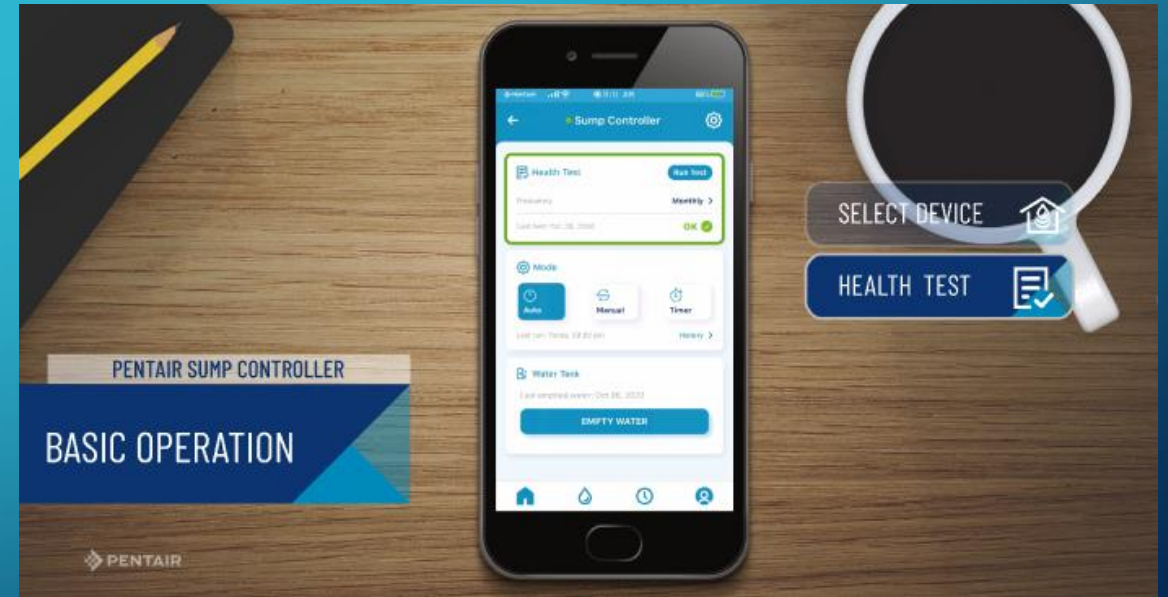
# PENTAIR SUMP CONTROLLER CAMPAIGN SUPPORTING ASSETS

Assets developed: Videos

## Promotional Video



## Basic Operation Video



# Assets developed: Product literature

## Sales Sheet

### Sump Controller

Home Flooding Relief. Plug In, Connect and Relax.

Flooding can happen unexpectedly and without warning. You need to be prepared. Help minimize damage to your home and deliver convenient relief for your family with Pentair Sump Controller.

This smart connected device will inform you of any abnormal condition or issue with your sump application. With remote monitoring and system diagnostics, be empowered to protect your property and stay in control. Anytime, anywhere.

Sump Controller can detect primary float switch failure and operate your pump using a secondary high water alarm, stepping in to reduce the risk of flooding if necessary.

- PUMP SETTINGS**  
Control pump settings remotely from your phone.
- SYSTEM ANALYTICS**  
Monitor your device with system diagnostics and analytics.
- HIGH WATER ALARM**  
Stay aware and take action with a high water alarm.
- PUMP CONDITION**  
Be informed with abnormal pump condition detection.

Diagram: Sump Pump, Sump Controller, Pentair Home App

Easily retrofittable and simple to connect!

ORDERING INFORMATION							
Model	Description	Weight (Lbs. / Kg)	Dimensions (in. / mm)			Master Pack Quantity	
			L	W	H		
SSPC	Pentair Sump Controller	Controller	0.9	2.8	3.1	8.2	15
		Carton with Controller	1.1	3.5	7.1	5.4	
		Controller with plug	0.5	88.9	100.0	135.9	
		Controller depth with plug	3.55"	90.17mm			

**PENTAIR** Insist on Pentair to Stay in Control When Flooding Occurs. Visit [Pentair.com/sumpcontroller](http://Pentair.com/sumpcontroller)

## Homeowner's Guide

**PENTAIR**

# PENTAIR HOME

## SUMP CONTROLLER

### Homeowner's Guide

ENGLISH: 1-14 • ESPAÑOL: 15-28 • FRANÇAIS: 29-42

Download on the App Store | GET IT ON Google Play

## Press Release

**PENTAIR**

FOR IMMEDIATE RELEASE

**New Pentair Smart Sump Controller Helps Protect Homes from Flooding**  
*User-Friendly, Connected Device Empowers Homeowners to Take Preventive Action Anytime, From Anywhere*

LONDON – April XX, 2021 – Pentair (NYSE:PNR), a leading provider of water treatment and sustainable solutions, introduces its versatile sump pump controller to help minimize the risk of flooding at home. The [Pentair Sump Controller](#) is a smart, connected device that offers ease and confidence to homeowners by providing real-time pump alerts via the Pentair Home app, and activating the sump pump when waters rise in the home during a weather event.

"For most people, their home is one of their biggest investments. Our new Sump Controller is the ideal solution to provide peace of mind and help protect your property when potential flooding and unwanted water put your home at risk," said Greg Claffey, Vice President of Pentair Residential and Irrigation Flow. "At Pentair, we are dedicated to providing smart, sustainable solutions that deliver convenience and ease of use while empowering homeowners to better manage home water needs."

The new Pentair Sump Controller is one of a range of smart solutions on the Pentair home app that help homeowners stay connected and manage their water from the convenience of their mobile device. Designed with an emphasis in convenience, the sump controller paired with the Pentair Home app enables the user to operate their sump pump remotely, access important performance information and receive real-time alerts. In the event the basement starts to take in water, the sump controller activates the sump pump and will operate the pump even when the primary float switch fails, helping lower the risk of flooding and damage to property. It also counts the number of cycles the pump has completed and the amount of run per cycle, helping detect failures before they occur. The universal outlet allows the user to retrofit the Pentair Sump Controller with most existing sump pumps.

Additionally, maintenance reports through Pentair Home allow the user to stay connected with a local pump dealer to fix any potential issue. With remote monitoring and system diagnostics, the homeowner is empowered to protect their property and stay in control anytime, anywhere.

To learn more about the Pentair Sump Controller, please visit [pentair.com/sumpcontroller](http://pentair.com/sumpcontroller).

**About Pentair**  
Pentair makes the most of life's essential resources. From our residential and business solutions that help people move, improve and enjoy their water, to our sustainable innovations and applications, we deliver smart, sustainable solutions for life.

Pentair had revenue in 2020 of \$3 billion, and trades under the ticker symbol PNR. With approximately 9,750 employees serving customers in more than 150 countries, we work to help improve lives and the environment around the world. To learn more, visit [www.pentair.com](http://www.pentair.com).

###

Click on each image to access assets



# PRODUCT PACKAGING

Assets developed: Packaging content



# SOCIAL MEDIA ADS



Pentair

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You can't always be home. Pentair Sump Controller can. Get sump pump data, flood alerts and peace of mind. Feel confident we'll take care of the fort for you.



**When You Get Back Home, Know What to Expect**



Pentair

Sponsored · 🌐

Remote pump monitoring now fits in a small box. Pentair Sump Controller can help you be in control and feel confident when water threatens to flood your basement.

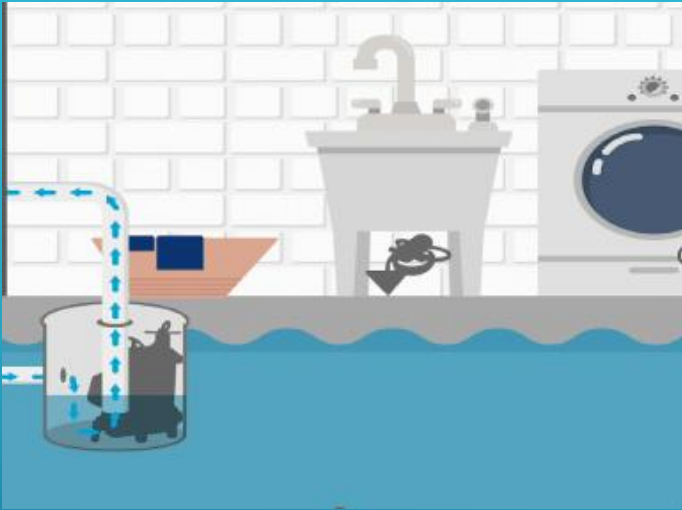


**Unbox Home Flood Protection and Peace of Mind**



# OTHER VISUAL SAMPLES

Animation Video



Grinder Pumps Infographic

PENTAIR MYERS
Cutting Edge Performance. **FOR LIFE.**

**82%** of domestic clogs at home. This produces large, rapid, and often times ending in basement flooding and municipal wastewater systems.

**47%** of reported sewer clogs also come from "household and industrial sources".

**IN 2011 AN EIGHT-PERSON CREW WORKED SEVEN DAYS A WEEK TO CLEAR A 100-TON (EQUAL TO 11 DOUBLE-DECKER BUSES) SEWER BLOCKAGE IN LONDON.**

**Fighting clogs puts a strain on maintenance crews who work long hours and are on-call.**

**Combating clogs is expensive. Cities like New York City have spent \$200 million over the years with rates for 7% higher, Indiana spent half a million dollars a year.**

**WHAT NOT TO FLUSH**

- Diapers
- Paper Towels
- Dental Floss
- Feminine Products
- Wet Wipes

Flushing or flushing non-recyclable items down the drain can cause clogs and backups.

**WET WIPES ARE A \$2.1 BILLION INDUSTRY AND MOST OF ITS PRODUCT ARE LABELED "FLUSHABLE".**

These products greatly contribute to the FFOI problem in wastewater systems, creating clogs and accumulating in communities.

Drains pumps which are typically located inside the station, grab the waste into small pieces to help prevent clogs as it travels to the sewage treatment plant. These pumps may be performance and other technology.

Sewer system clogs and damaged pumps are expensive to repair, inconveniencing the community. Get peace of mind with Pentair Grinder Pumps that will perform efficiently and cut through the toughest solids.

Featuring Pentair Patented Axial Cutter Technology that easily slices through FFOI and trash without tearing or clogging. Its curved leading edges create a scissor action, cutting material and pushing it away.

**Pentair Myers VICKER, VICKER, & VICKER'S Centrifugal Grinder Pumps**

These pumps efficiently eliminate challenging sewage solids in the early stages. They are ideal for commercial, industrial and municipal applications.

**Pentair Myers VICKER 10 & VICKER 15 Centrifugal Grinder Pumps**

Engineered from the ground up to help you overcome the increased demands and higher pressure required in today's wastewater environment.

**Pentair Myers X2 Series Cast-Iron Grinder Pumps**

Easily slices through solids and trash found in wastewater without jamming. It features our early warning system that alerts you to downtime and maintenance needs.

**Pentair Myers V Series Pumps eliminate**

- All domestic problem-causing materials
- Industrial food waste problems from food service facilities
- Sewer and stormwater problems from residential areas

**When to consider your new Pentair Myers V Series Grinder Pump:**

- Apartment Complex
- Multi-Store Parks
- Gas Stations
- Truck Stops
- Hospitals
- Wastewater Systems
- LPR Stations

FOR MORE INFORMATION VISIT [PENTAIR.COM/YYERES-GRINDERS](http://PENTAIR.COM/YYERES-GRINDERS)

Tradeshow Booth



# TRADITIONAL MEDIA PORTFOLIO

## ProStop-E Print Ad

**PENTAIR HYPRO**

**Smart precision spraying. Simplifying work in the field.**

Cut Straight Lines to Potentially Save Time and Money

When spraying, the choice to drive around borders and water ways or drive straight through will result in either overapplication or application waste. Increase the performance of your application and reduce over-spraying with individual nozzle control. Take advantage of Pentair Hypro™ Precision Application Solutions tailored to your needs.

**HYPRO PROSTOP-E SINGLE NOZZLE BODY**

- Increase precision application with individual on/off nozzle control
- Optimize spray delivery and nozzle selection automatically while spraying

**HYPRO PROSTOP-E DUAL NOZZLE BODY**

- Apply individual nozzle control with A, B, A+B functionality for similar distribution pattern as speed changes
- Switch between two nozzles to cover a wide range of operating speeds while maintaining constant spray quality and eliminate misapplication

To learn more about what our solutions can do for you, visit [pentair.com/precisionagriculture](http://pentair.com/precisionagriculture)

*"The overlap savings and just the time savings are astronomical. I can get in there and cut straight lines and be out of there in 20 minutes."*  
— Chad Reibacker - Country Farms Cooperative

## Nozzle Countertop Display

**PENTAIR HYPRO**

**Assembly Instructions**

**PENTAIR HYPRO**

**SPRAY NOZZLE SELECTION**

**Select Your Nozzles With Ease.**

**Download the Hypro Range 4 Nozzle Selection App**

**Hi-Flow**  
The choice for precision application with nozzles for herbicides, fungicides, and insecticides.

**ESI Six Stream**  
Ideal for spraying liquid herbicides with a small spray circle.

**Ultra Lo-Drift**  
Ideal for spraying herbicides and insecticides where drift control is important.

**Ultra Lo-Drift Max**  
Ideal for reducing drift up to 90% in a wide range of operating conditions.

**3D**  
Alternating between on and off nozzles with a spray pattern to cover 360 degrees.

**GuardianAIR Twin**  
Capable of offering superior control and efficiency with a spray pattern to cover 360 degrees.

**SPRAY MORE EFFICIENTLY AND GAIN PEACE OF MIND.**

[pentair.com/hypro](http://pentair.com/hypro)

## Intellidrive Trifold Brochure

**UPGRADE YOUR HOME'S MOST IMPORTANT APPLIANCE**

Today's homes are getting smarter every day, providing you with the dependability and performance you demand. Enjoy a great shower with constant water pressure. With Pentair Pentek Intellidrive, the power and control are yours.

- Increased protection
- More control over your water pressure
- Constant connectivity with Pentair Home App, alerting you of problems with your system

**BE IN CONTROL WITH CONSTANT CONNECTION.**

Monitor your well water system at any given moment with most mobile devices. Whether you're home or away, 24 hours a day, 7 days a week, Pentair Home App puts the power of connectivity at your fingertips and lets you be in charge.

- STATUS**  
View system status and drive settings remotely when troubleshooting.
- PRESSURE**  
Check actual system pressure at any given time.
- FAULT CONDITION**  
Take action when alert notifies the drive has stopped running.
- INTERNET CONNECTION**  
Stay always connected with notifications that the drive is online.
- CONNECT WITH A PROFESSIONAL**  
Connect Pentek Intellidrive and Pentair Home App with your contractor to share system information and decide what action to take.

Enjoy peace of mind knowing this precious resource can always be there when you and your family need it. Also, be informed of the condition of your water pressure and control system.

Visit [www.pentair.com](http://www.pentair.com) for more information.

**PENTAIR**

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Delaun, WI 53015  
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Ph: 888.782.7483  
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430 Pinhook Road  
Unit 4  
Cambridge, Ontario N1T 0A5  
Canada  
Ph: 802.363.7887  
Ontario Fax: 888.808.5446

**YOUR HOME'S WATER: VITAL. INVIGORATING. UNDER CONTROL.**

**PENTAIR PENTEK INTELLIDRIVE with PENTAIR HOME**

LEVERAGE CONNECTIVITY WITH PENTAIR HOME APP.

# DIGITAL DISPLAY ADS



**Insist on Pentair Agricultural Spray Nozzle Solutions!**

**PENTAIR**  
HYPRO

Agricultural spray nozzles.  
Small in size. Big in application  
efficiency and accuracy.  
Leverage their full potential.

[Shop Now](#)



**Insist on Pentair Agricultural Spray Nozzle Solutions!**

**PENTAIR**  
HYPRO

Have a specific agricultural  
spraying task at hand?  
We have a specific nozzle for that.  
Highly engineered for your demands and for  
effective and precise applications.

[Shop Now](#)



**Insist on Pentair Agricultural Spray Nozzle Solutions!**

**PENTAIR**  
HYPRO

Because this is how you get things done.  
Cruise around your field with confidence while spraying  
accurately, efficiently and with minimum droplet drift.

[Shop Now](#)




**Insist on Pentair Agricultural Spray Nozzle Solutions!**

**PENTAIR** HYPRO

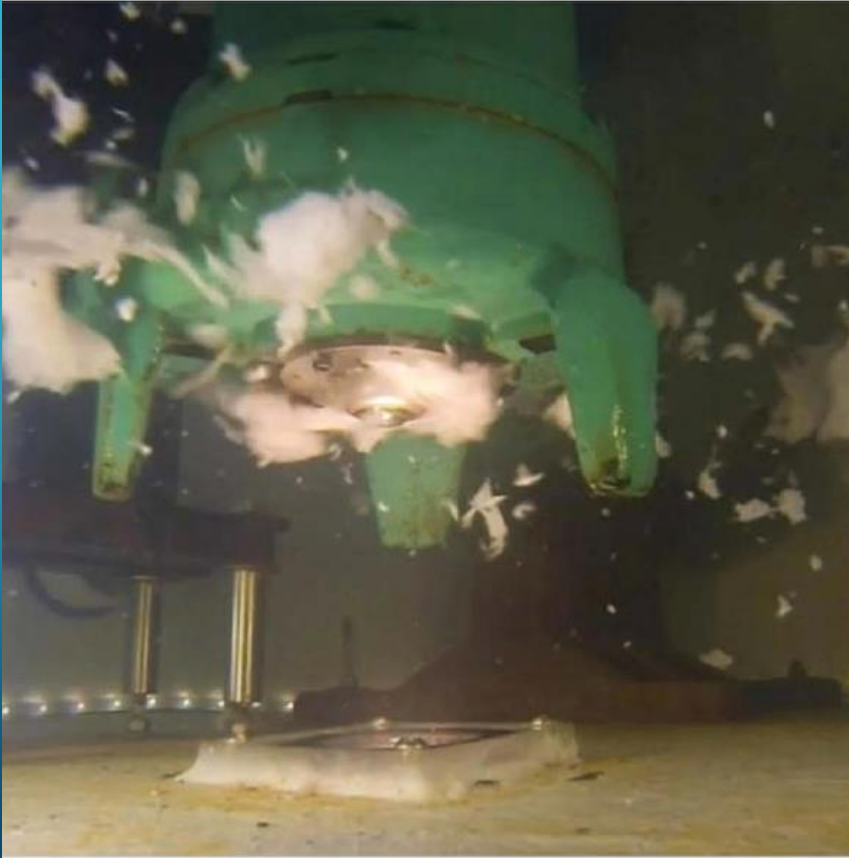
Is part of your spraying gone with the wind?  
Help minimize droplet drift and maximize peace of mind  
for a highly efficient agricultural pesticide application.

[Shop Now](#)


# CREATIVE /FUN TONE SAMPLES

 **Pentair**  
Sponsored · 🌐


Register for our Grinder Pump Virtual Demo. Watch as we feed our hungry grinder pump jeans, mop heads, rope and swiffer pads.



PENTAIR.COM  
Let us handle the feeding frenzy for you [Learn More](#)

 **Pentair**  
Sponsored [Like Page](#)

As water rushes in, money rushes out. If you don't rush to clear it out of your home, it'll cost you. Remove unwanted water quickly with Pentair Utility Pump Solutions.



Pentair Flotec FPOF360AC Cyclone™  
Water Removal Utility Pump

★★★★☆ Amazon customers star rating

What enters as water doesn't have to exit as money.  
[Your Description Here](#)

# Examples of Positive Tone

 **Pentair**  
Sponsored · 

Canned food, water, flashlights, sump pump...sump pump? Don't have a sump pump to help keep your basement dry? Don't know where to start? Consider Pentair Water Disposal Pumps to help you prepare!



PENTAIR.COM  
**Your Hurricane Preparedness List** [Learn More](#)

 **Pentair**  
Sponsored · 

Once the high winds let up and your basement is still dry, have a sigh of relief knowing that Pentair Sump Pump Solutions have helped protect your home and your family.



PENTAIR.COM  
**Are You Prepared for Hurricane Season?** [Shop Now](#)



Thank you