

JOHN WESSINGER

Founder, Strategy Consultant



✉ JOHNWESSINGER@LATERALUSMPLS.COM ☎ 651.308.7407 🌐 WWW.LATERALUSMPLS.COM

SUMMARY

Shire Pharmaceuticals, Inc.
January 2004

5+ YEARS

10+ YEARS

18+ YEARS

Energizer Holdings, Inc.
October 1998

Lateralus Minneapolis
July 2014

EXPERIENCE



Walmart



Vyvanse®
(lisdexamfetamine dimesylate)
10 • 20 • 30 • 40 • 50 • 60 • 70 mg capsules



Hire Functional Expertise



Improve Internal Processes



Complete Projects Faster

EDUCATION



Saint John's
UNIVERSITY

St. John's University | BA – Communications
NCAA Division III Men's Soccer



UNIVERSITY
of ST. THOMAS
MINNESOTA

University of St. Thomas | MBA – Opus College of Business
Won 1st prize, Business Plan Competition

Certification | Mini Master of Marketing
Marketing simulation during 14-week program

BOARD OF DIRECTORS



JazzMN-Jazz Orchestra of MN | Secretary, Marketing Chair



Loop Calhoun Homeowner's Association | President



CIDNA | Vice Chair

SKILLS & EXPERTISE



STRATEGY



MARKETING



SALES



RESULTS



PROBLEM SOLVING



SMALL TO LARGE BUSINESS



RETAIL



HEALTHCARE