

## Peter A. Bouchard



Global Director Marketing at Koch Membrane  
Renewables & Environment

<http://www.directoryinventor.com/profile/view/JQ41miq7>

## Experience

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### Global Director Marketing and Communications

#### Koch Industries

Privately Held; Oil & Energy  
December 2008 - Present

Leader in membrane technology for Water & Wastewater and Life Sciences markets -Re-branding company with new website as marketing foundation, advertising, media, PR, collateral, events, webinars, social and digital media, implemented Salesforce CRM implementation and marketing automation software -Responsible for product marketing strategy, product launch, go-to-market strategies, budgeting, positioning, competitive landscape, distribution strategy and post launch reviews globally

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### Product Marketing Manager - Consultant

#### Parker Hannifin

10,001+ employees; Public Company; Mechanical or Industrial Engineering  
2006 - 2008

Leader (\$10 Billion) in advanced polymers used for healthcare and telecommunications industry - Developed product marketing and deployment strategy for medical, telecommunications and consumer markets in USA, Mexico, Asia Pacific

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### Environmental Compliance Software - Business Manager

#### Clean Harbors

Public Company; Environmental Services  
2005 - 2006

Leader (\$2 Billion) in environmental services and waste management -Reporting to CEO, I oversaw commercial release and business model for environmental software targeting pharmaceutical, medical, chemical, utility, petrochemical and university markets

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### Group Product Market Manager

#### BOC Edwards

1001-5000 employees; Public Company; Semiconductors  
2000 - 2004

Equipment, instrumentation and service supplier (\$1 Billion) sold into semiconductor and scientific instruments markets -Oversaw product managers and commercial strategy for next generation

products and services required for semiconductor market which included: pricing, market strategy, launch cycles and post launch review, ROI metrics and P&L responsibility

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## Global Product Market Manager

### Dow Electronic Materials

10,001+ employees; Public Company; Chemicals  
1994 - 2000

Supplier of specialty chemicals (\$10 Billion) and advanced materials sold into Pharmaceutical, Electronics and chemical markets -Oversaw product and marketing team for \$35MM product portfolio targeting pharmaceutical and chemical markets -Secured strategic alliance and technology licence with Fortune 500 companies to extend market reach

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## Sr. Process Engineer

### Pfizer

Public Company; Pharmaceuticals  
January 1992 - January 1994

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## Education

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### Northeastern University

Chemical Engineering / Marketing  
1985 - 1992

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## Patents (11)

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### Method and apparatus for managing information related to storage activities of data storage systems

Jeffrey Phillips, David Allen, Brett Serkez, Peter Bouchard  
November 27, 2012: 08321378

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### Toilet fill valve including leak prevention mechanism (3 worldwide citation)

Peter Bouchard  
March 13, 2012: 08132273

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### Backup reporting framework graphical user interface

Anthony J Franceschelli Jr, Jeffrey S Phillips, Peter Bouchard, Serena Doyle  
October 5, 2010: 07810034

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### Pattern-Based Development of Computer System Solutions

Peter D Bouchard SR, Tamar Ellam, Hidayatullah Habeebullah Shaikh, Ruth Edith Willenborg  
April 9, 2009: 20090094576-A1

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## **Toilet fill valve including leak prevention mechanism**

Peter Bouchard

September 4, 2008: 20080209619-A1

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## **Backup Reporting Framework Graphical User Interface**

Anthony J Franceschelli, Jeffrey S Phillips, Peter Bouchard, Serena Doyle

June 5, 2008: 20080134050-A1

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## **Method and apparatus for managing information related to storage activities of data storage systems**

Jeffrey Phillips, David Allen, Brett Serkez, Peter Bouchard

June 5, 2008: 20080133624-A1

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## **Backup reporting framework graphical user interface (6 worldwide citation)**

Anthony J Franceschelli Jr, Jeffrey S Phillips, Peter Bouchard, Serena Doyle

March 25, 2008: 07350149

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## **Method and apparatus for managing information related to storage activities of data storage systems (4 worldwide citation)**

Jeffrey Phillips, David Allen, Brett Serkez, Peter Bouchard

March 18, 2008: 07346636

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## **Method and apparatus for managing information related to storage activities of data storage systems**

Jeffrey Phillips, David Allen, Brett Serkez, Peter Bouchard

June 29, 2006: 20060143246-A1

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[View all \(11\)](#)