Brian Ward

Product Portfolio | 2016-2021

ChemPoint.com

Overview

Primary company B2B website that supports \$400M+ annual sales. Focus on enabling customer product research with clear CTAs to drive engagement and lead generation.

My Role Product Team Lead

Relaunch February 2020

Goal Grow Marketing Leads

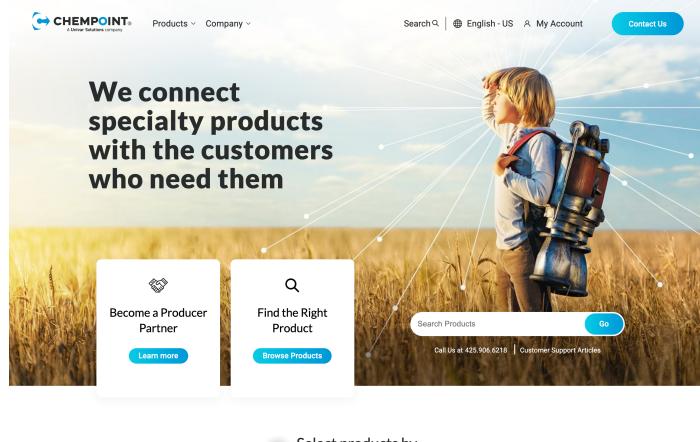
Objective Increase MQLs by 25% in 12 months

Results Increased MQLs by 48% in 12 months

Increased web traffic by 68% in 12 months

Approach

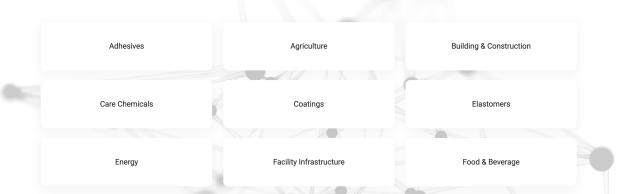
Leveraged customer feedback, user flow analysis, personas, and journey mapping to improve catalog structure, CTAs, and customer engagement. Redesigned through a "mobile-first" approach. Additional focus on onsite, off-site, technical SEO, site performance, and internal linking to increase page rank and improve CX.



Select products by

Industry

Manufacturer



MetalworkingFluidProducts.com

Overview

Marketing website to support Henkel Metalworking Fluid product lines. Focus on rich product information to support customers in discovery, research, and selection phases of customer journey.

My Role Product Team Lead

Launched January 2021

Goal Enable Marketing Lead Growth

Objective Launch new website in 3 months on budget

Results Launched new website on time and on budget

Approach

This marketing website was created to support a recent business extension with Henkel and to help enable lead growth in 2021 and beyond for these product lines. The site was designed through a "mobile-first" approach and emphasized clear CTAs to drive user engagement during the initial phases of the customer journey.



Products About Bonderite Technical Resources About Us Contact Us



∰ English ▼



Home > Application > Corrosion, Rust Prevention

Our Solutions BONDERITE® Forming Fluids BONDERITE® Cleaners BONDERITE® Rust Preventatives Products Use the FILTER tool to find the Bonderite solution to meet your needs. Product Filters Filter Results 9 Products **BONDERITE® L-GP 4275** Hand Applied (7) Rust prevention in a synthetic based formula for ferrous alloys with up to 12 weeks protection BONDERITE Immersion Cleaning (1) SDS 👱 Request TDS 👱 Misting (1) Spray Application (9) Ultrasonic Cleaning (1) **BONDERITE® L-GP 505** Moderate duty rust prevention in a synthetic based formula for ferrous alloys BONDERITE. **View Details** SDS 🛂 Request TDS 👱 **End Market** Function **BONDERITE® L-FM J Machine Type** Dual purpose lubricant and rust preventative for use on galvanized wire and fence. BONDERITE **Operating Temperature** SDS 👱 Request TDS 👱 View Details Performance Benefit **Product Type BONDERITE® L-GP 6041 CR**

Rust prevention in a synthetic based formula for ferrous alloys with extended protection up to 1 year

BONDERITE

ThermalFluidProducts.com

Overview

A B2C store website created to enable reactive buying of finished Dow products for heat transfer applications. Focused on surfacing rich product content and a simple and immediate buying experience to customers.

My Role Product Team Lead

Launched September 2020

Goal Create "immediate buy" customer experience

Objective Launch new website in 6 months on budget

Results Launched new website on time and on budget

Approach

Prioritized flexible catalog navigation and rich product content to enable product research and comparison.

Provided visible public pricing with simple cart and checkout process. Enabled credit card purchasing integrated directly into company ERP. Supported existing business order process and CRM workflows.



Products *

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Contact ChemPoint's Customer Service Center at 425.382.6232



ome >

Products

DOWCAL Glycol Thermal Fluids >

DOWCAL 200 30%

DOWCAL 200 30%



reverse-osmosis water with recommended operating temperature ranges of -50 °C to 175 °C. IN STOCK SKU DOWCAL 200 30% Quantity Package Size Choose an Option. UNIT PRICE Add to Cart Request a Sample As low as \$375.13 Cost of shipping TBD **Documents** SDS ± TDS ± Features & Benefits Product Specifications Related Categories

DOWCAL 200 30% is an imported, inhibited propylene glycol-based fluid, diluted 70% with

Description

DOWCAL 200 30% heat transfer fluid is an inhibited propylene glycol-based fluid that is low in acute oral toxicity, which makes it particularly suitable for applications where toxicity is a concern. This blend is diluted 70% with reverse-osmosis water, and is suitable for certain submersible pump manufacturers. In particular, it is suitable for heating, ventilating and air conditioning (HVAC) systems, ground source heat pumps, and solar panels. It can also be

IndustrialCellulosics.com

Overview

DuPont-branded marketing website to support multiregion extensions into EU and Mexico markets.

My Role Product Team Lead

Launched October 2019

Goal Expand Market Channels

Objective Create Spanish language experience in

3 months to support new market launch.

Results Launched Spanish site on time and on budget,

Adding German language four months later.

Approach

Enhanced existing marketing website to add multi-language and multi-region functionality to support internationalization requirements. Additional improvements made to website structure to support SEO, with additional design updates to support easy navigation and clear CTAs.



Productos ETHOCEL™ METHOCEL™ POLYOX™ ANTISOL™ WALOCEL™ CRT RECURSOS







CHEMPOINT®

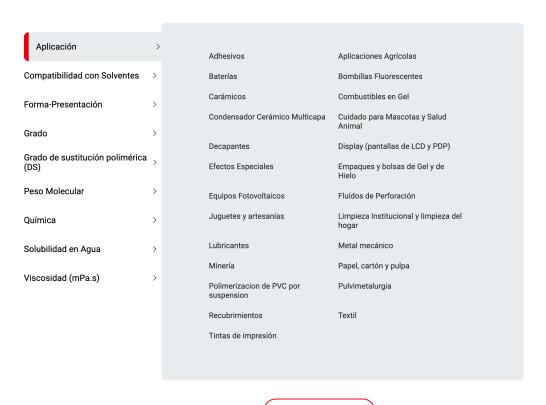
A Univar Solutions company

Póngase en contacto con el Centro de atención al cliente de ChemPoint en 425.448.4443



Encuentre un producto

Use las siguientes categorías para encontrar la solución deseada.



Ver Todos Los Productos

My.ChemPoint.com

Overview

Customer order creation and account management website integrated into existing business systems and processes. Allows for customers to place, track, and view past orders. Additional support and account management functionality.

My Role Product Manager

Launched March 2018

Goal Enable Online Customer Self-service

Objective Enroll 50% of existing customers into

platform in first 3 years

Results 46% enrollment as of February 2021

Approach

Provide a simple and fast experience to encourage customer behavior away from phone and email order placement. Approach leveraged existing systems and workflows to keep development time and cost to a minimum, launching website in 8 months.



Products ~ Company ~

Contact Us

| Hello , Stephanie McLaughlin | | MatchaBar LL |
|---|------------------|--------------|
| Order Details | Reorder | Order Help |
| Purchase Order # | | |
| 771017-01 | | |
| ChemPoint Order # | Currency: | USD |
| 3141262 | Subtotal: | \$469.9800 |
| Submission Date | Shipping: | \$22.2180 |
| Nov 29, 2017 | Processing/Fees: | \$0.0000 |
| Order Status | Tax: | \$33.8400 |
| nvoiced | | |
| Bill To | Order Total: | \$526.0380 |
| 79 West St, Suite 104 Brooklyn, NY 11222-3534, United States | | |
| ihip To | | |
| 360 Colt St, Irvington, NJ 07111-4627, United States | | |
| Special Instructions | | |
| PO#071017-01 on all docutments and products. Include COA with | | |
| shipment. INclude MSDS with shipment. Include produt name on | | |
| all documents and products. | | |
| E-Invoice Contact | | |
| matchabar@bill.com | | |

Shipment 1 of 1

Ship From: 900 Hall St, SW Grand Rapids, MI 49503

Invoice Number: NA00580309 Frieght Terms: Prepaid and Add

Shipment Status: Shipped Carrier: FedEx Carrier

Requested Ship Date: Dec 20, 2017 Freight Service: Standard Ground
Requested Delivery Date: Dec 22, 2017 Tracking/PRO: 771042261922

Expected Ship Date: Dec 20, 2017
Expected Delivery Date: Dec 22, 2017

Shipping Mode: Parcel

Download Invoice

ChemPointConnect.com

Overview

A partner web portal to provide ChemPoint manufacturers with real-time marketing and sales results. Supports cross-company visibility and communication to accelerate collaboration and business development opportunities.

My Role Product Manager

Launched October 2017

Goal Provide real-time marketing and sales insights

Objective Enroll strategic partners within first two years

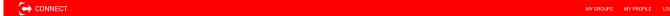
Results Enrolled 28 strategic partners in first 3 years,

resulting in consistent monthly engagement

by 82% of partners.

Approach

Participated in quarterly partner meetings to gain user feedback and refine application functionality. Supported by automated weekly update emails to partnership teams to surface recent campaign and sales results.



HOME BUSINESS PLAN MARKETING PERFORMANCE TEAM PRODUCTS DOCUMENTS

Overview Past Sales Open Customer Orders Open Supplier POs Inventory & Cost



Performance

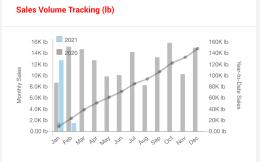
Overview | 3M Novec

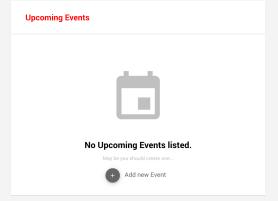


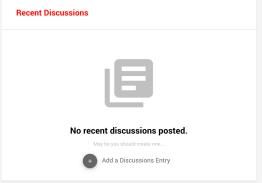












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LubricantSpecialty.com

Overview

Marketing website created to reinforce the Molykote brand in the Industrial Lubricants industry and provide customers the ability to research and compare products across the various Molykote product lines.

My Role **Product Manager**

Launched February 2016

Goal **Increase Brand Awareness**

Objective Increase web traffic 50% annually

Results Increased web traffic by at least 70% each

year since launch

Approach

Extensive customer and industry research was done to identify the content needed to provide customers with an informative product research experience. Additional effort was made to structure the website content to support organic SEO growth objectives, including onsite and technical SEO work.



Products About MOLYKOTE® Technical Resources Testing & Support Contact Us







CHEMPOINT.

Home > Application > Power Screw Drives

Products

Information provided in the SDS applies to the United States. For any other country, go to DuPont's website or Contact Us.

Talk to a Technical Representative 425.382.6225

Product Filters

Application

28 Products | Filter Results

Talk to an Expert >

Base Oil Viscosity (@ 40°C)

101 to 120 (6)

- 121 to 160 (2)
- 160+ (8)
- 41 to 60 (1)
- 61 to 100 (5)

Certification

High Temperature Low Temperature

Market

NLGI Grade Performance Benefit

Product Chemistry

Product Type

Solid Lubricant

Thickener

MOLYKOTE® 33 Extreme Low Temp Bearing Grease, Medium

NLGI Grade 2 - Silicone based grease with a base oil viscosity of 76 cSt at 40 C, lithium thickened, with

View Details

SDS 👱

Request TDS 👱



MOLYKOTE® 41 Extreme High Temp. Bearing Grease

NLGI Grade 2 - Silicone based grease with a base oil viscosity of 375 cSt at 40 C, carbon black thickened, with no solid lubricants.

View Details

SDS .V.

Request TDS 👱



MOLYKOTE® 1122 Chain and Open Gear Grease (Aerosol)

NLGI Grade 2-3 - Polyisobutylene based grease with a base oil viscosity of 1500 cSt at 40 C, no thickener, uses molybdenum disulfide and graphite as solid lubricants.

View Details

SDS &



MOLYKOTE® 7325 Grease

NLGI Grade 1-2 - Silicone based grease with a base oil viscosity of 100 cSt at 40 C, lithium thickened, with no solid lubricants













Contact

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