

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

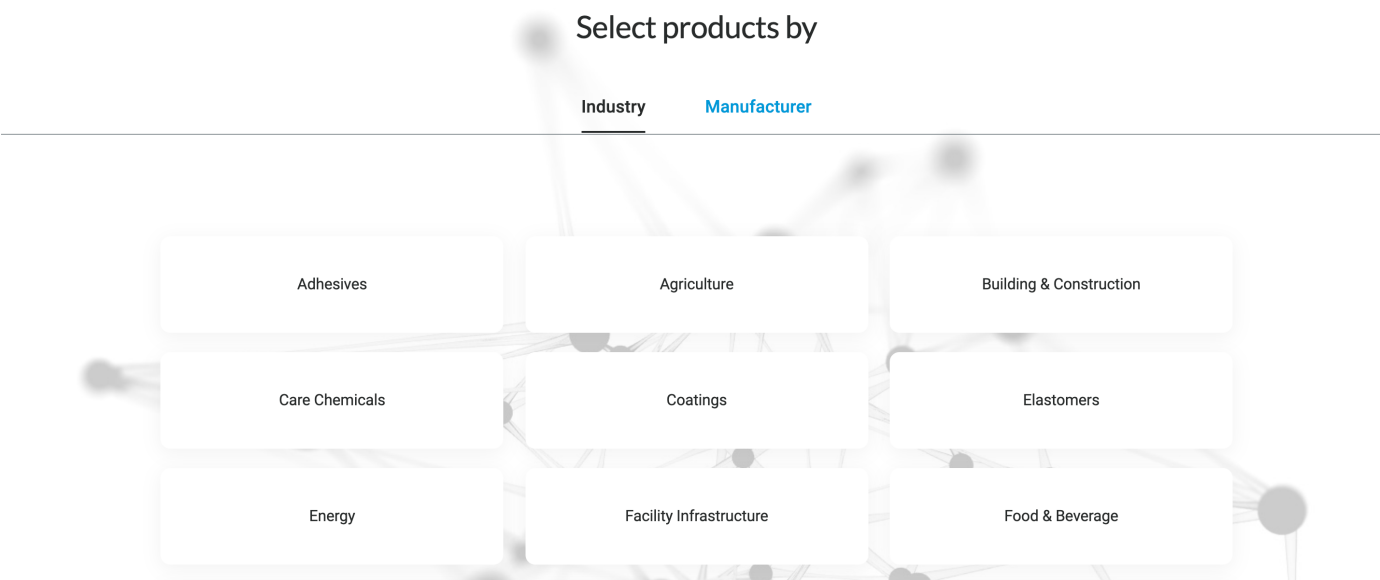
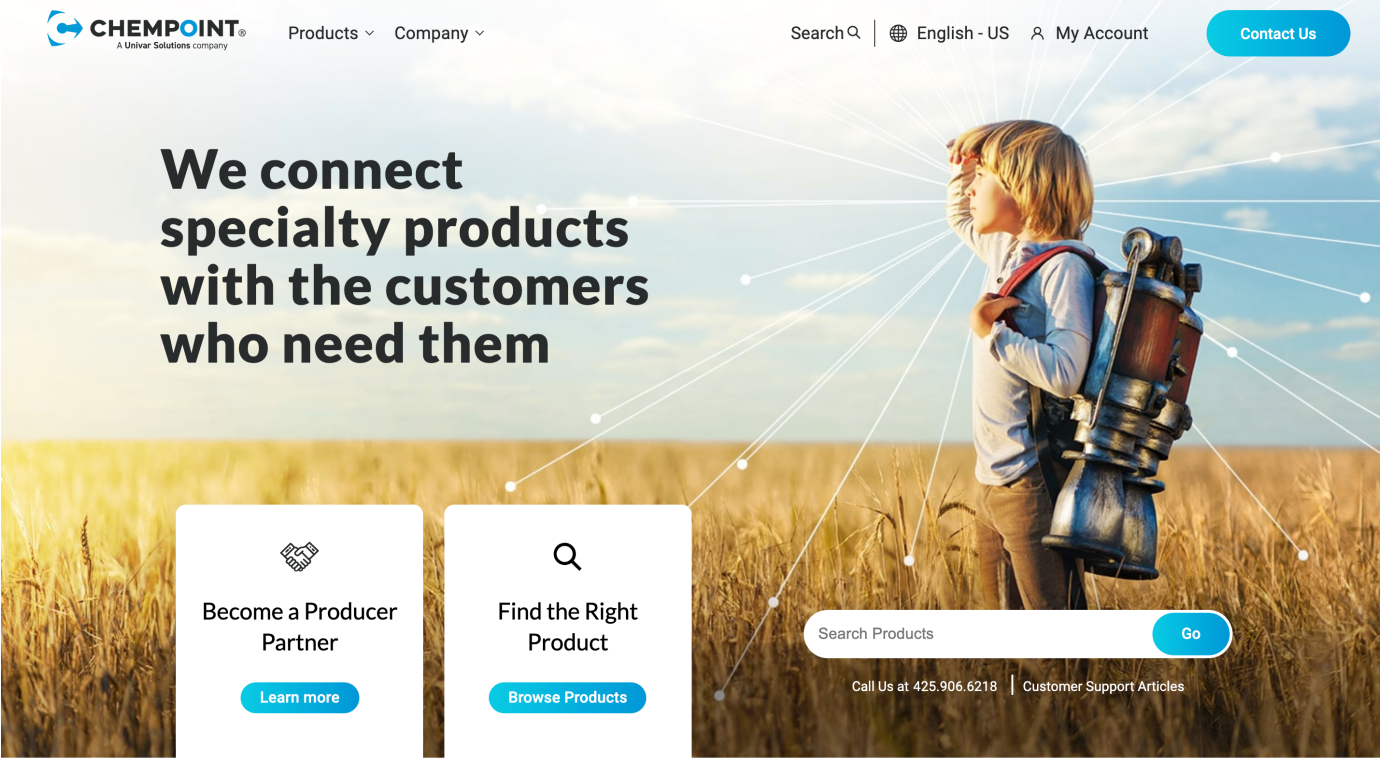
Goal Grow Marketing Leads

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.



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

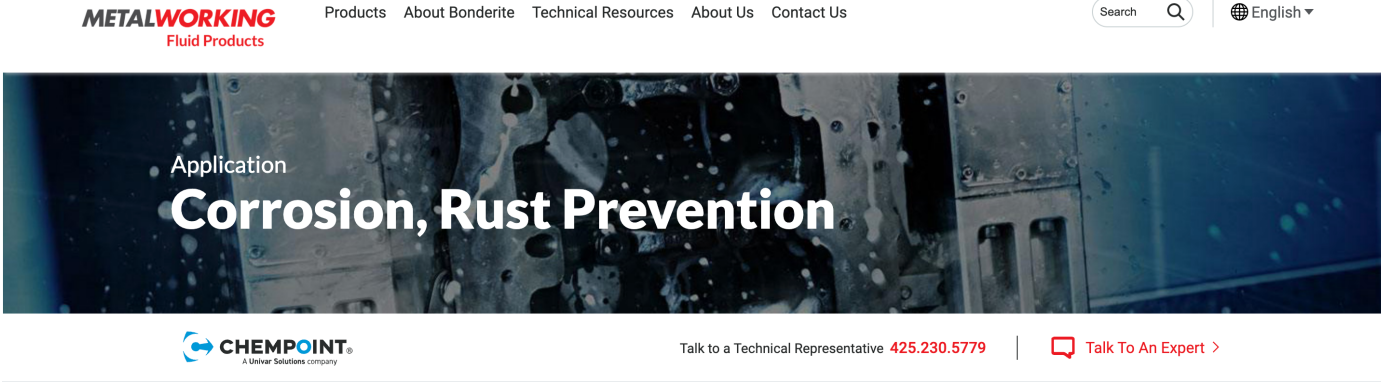
Goal Enable Marketing Lead Growth

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.



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

9 Products | Filter Results

Application Method

- ☐ Hand Applied (7)
- ☐ Immersion Cleaning (1)
- ☐ Misting (1)
- ☐ Spray Application (9)
- ☐ Ultrasonic Cleaning (1)

Application

Composition

End Market

Function

Machine Type

Operating Temperature

Performance Benefit

Product Type

Substrate

BONDERITE®	BONDERITE® L-GP 4275	Rust prevention in a synthetic based formula for ferrous alloys with up to 12 weeks protection.		
	View Details	SDS	Request TDS	
BONDERITE®	BONDERITE® L-GP 505	Moderate duty rust prevention in a synthetic based formula for ferrous alloys.		
	View Details	SDS	Request TDS	
BONDERITE®	BONDERITE® L-FM J	Dual purpose lubricant and rust preventative for use on galvanized wire and fence.		
	View Details	SDS	Request TDS	
BONDERITE®	BONDERITE® L-GP 6041 CR	Rust prevention in a synthetic based formula for ferrous alloys with extended protection up to 1 year.		

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.



IndustrialCellulosics.com

Overview

DuPont-branded marketing website to support multi-region 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.



Encuentre un producto Use las siguientes categorías para encontrar la solución deseada.

Aplicación	Adhesivos	Aplicaciones Agrícolas
Compatibilidad con Solventes	Baterías	Bombillas Fluorescentes
Forma-Presentación	Carámicos	Combustibles en Gel
Grado	Condensador Cerámico Multicapa	Cuidado para Mascotas y Salud Animal
Grado de sustitución polimérica (DS)	Decapantes	Display (pantallas de LCD y PDP)
Peso Molecular	Efectos Especiales	Empaques y bolsas de Gel y de Hielo
Química	Equipos Fotovoltaicos	Flúidos de Perforación
Solubilidad en Agua	Juguetes y artesanías	Limpieza Institucional y limpieza del hogar
Viscosidad (mPa.s)	Lubricantes	Metal mecánico
	Minería	Papel, cartón y pulpa
	Polimerización de PVC por suspensión	Pulvimetalurgia
	Recubrimientos	Textil
	Tintas de impresión	

Ver Todos Los Productos

Overview

My Role Product Manager

Launched March 2018

Goal	Enable Online Customer Self-service
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Objective	Enroll 50% of existing customers into platform in first 3 years
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Results

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.

Hello , Stephanie McLaughlin

MatchaBar LLC ▼

Order Details

Purchase Order #
071017-01

ChemPoint Order #
3141262

Submission Date
Nov 29, 2017

Order Status
Invoiced

Bill To
79 West St. Suite 104 Brooklyn, NY 11222-3534, United States

Ship To

360 Colt St, Irvington, NJ 07111-4627, United States

Special Instructions

PO#071017-01 on all documents and products. Include COA with shipment. Include MSDS with shipment. Include product name on all documents and products.

E-Invoice Contact
matchabar@bill.com

Currency:	USD
Subtotal:	\$469.9800
Shipping:	\$22.2180
Processing/Fees:	\$0.0000
Tax:	\$33.8400
<hr/>	
Order Total:	\$526.0380

Shipment 1 of 1

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

Invoice Number: NA00580309

Shipment Status: Shipped

Requested Ship Date: Dec 20, 2017

Requested Delivery Date: Dec 22, 2017

Expected Ship Date: Dec 20, 2017

Expected Delivery Date: Dec 22, 2017

Shipping Mode: Parcel

Freight Terms: Prepaid and Add

Carrier: FedEx Carrier

Freight Service: Standard Ground

Tracking/PRO: 771042261922

[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

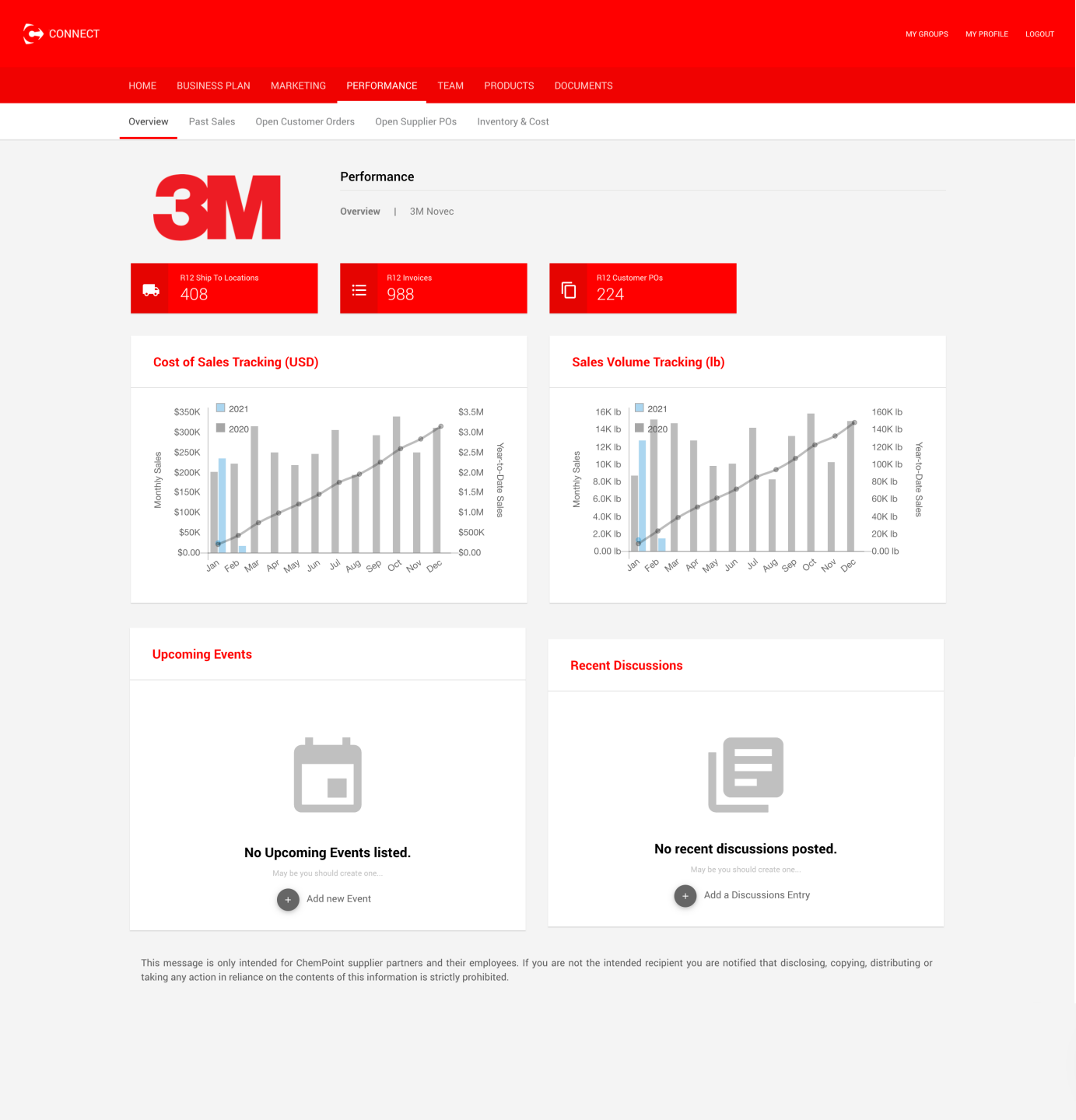
Goal Provide real-time marketing and sales insights

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.



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

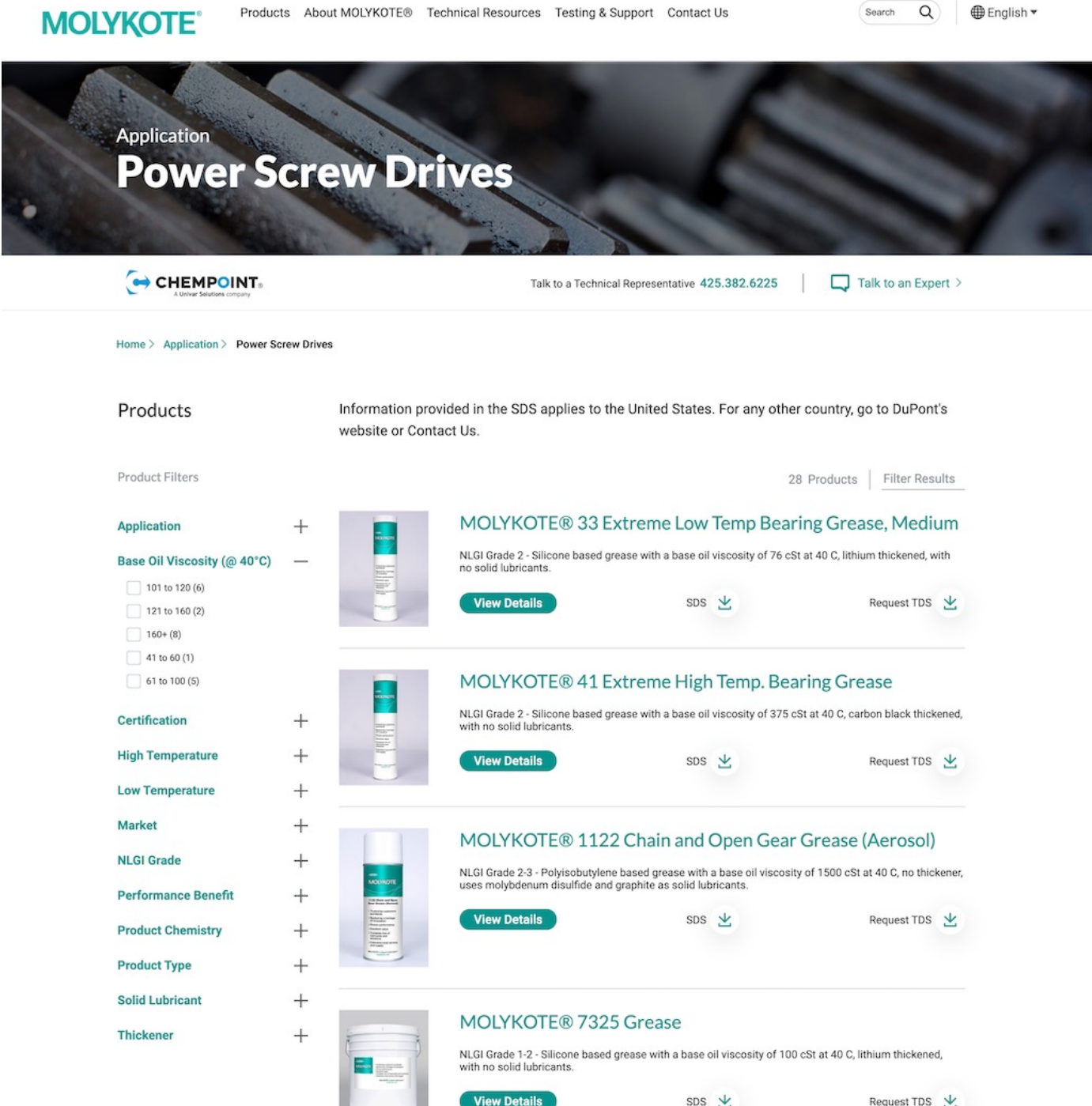
Goal Increase Brand Awareness

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.



Contact

Brian Ward

brianmatthewward@gmail.com

206.473.8423

brianward.co

[linkedin.com/in/bmward](https://www.linkedin.com/in/bmward)