

TIM O'NEIL

Professional Biography

Tim O'Neil brings 29 years of industrial commercial leadership spanning sales, strategic and tactical marketing, channel development, technical applications and P&L responsibility. He has progressed from field and key-account work to director-level leadership, national commercial roles and full business accountability.

29 YEARS
INDUSTRIAL COMMERCIAL LEADERSHIP
P&L + SALES + MARKETING
OEM TO CHANNEL TO END USER

THE PERSPECTIVE

Responsible for the business. Present for the customer conversation.

Tim has made the customer call, led sales and marketing teams, worked with engineering and operations, built distributor and representative channels, and carried responsibility for revenue, margin, forecasting and commercial execution. He helps organizations turn strong products, processes and capacity into a clearer market focus, stronger customer conversations and practical action that moves opportunities forward.

His experience reaches across manufacturers, converters, OEMs, distributors, manufacturer representatives and end users. Product and process work has included adhesives, tapes, films, converted and die-cut components, engineered materials, molded and fabricated parts, packaging, electronics, EV and transportation applications, medical-production support, construction and industrial equipment.

Strategic and tactical marketing have been central throughout his career. Tim connects market and account selection with the field mechanics that matter: product and application positioning, account plans, channel programs, launches, sales tools, RFQ discipline, CRM visibility and clear next actions.

CAREER PROGRESSION

From field execution to P&L and national commercial leadership

3M Company

Progressive Sales, Marketing & Leadership Roles

Built a 15-year career through account-executive, marketing, sales-and-marketing, regional-sales and global-marketing roles in specialty tapes and industrial materials. Led a 30-person regional organization and an $85 million product portfolio; supported thermal-interface and EMI-shielding launches, long-tail go-to-market work across 64 divisions, and industrial channel development. Earned two Sales Representative of the Year recognitions.

Gemini, Inc.

Sales & Marketing Director

Led sales and marketing for a signage OEM/manufacturer, connecting national-account development, product-market execution and operating coordination across sales, manufacturing, technical, safety and finance. The career record cites revenue growth from $75 million to $100 million and $20 million in new revenue associated with national expansion and account work.

Adhesives Research, Inc.

North America Sales & Marketing Director

Held full P&L responsibility for the North American industrial-tapes business and led 12 direct reports across field sales, inside sales, laboratory, marketing and converting support. Helped grow the business from $10 million to $25 million by strengthening target-market, portfolio, product and go-to-market priorities.

Lohmann Tapes

Business Development Manager / Sales Manager

Led Midwest business development across flexographic, packaging, converting, industrial and fabrication accounts. Grew territory revenue from $7 million to $10 million and developed $3 million in new business through market-driven account development, technical application selling and channel work.

CAREER PROGRESSION

Global, North American and national commercial roles

Ellsworth Corporation / TapeCase Ltd.

Global Sales & Marketing Manager

Led global sales and marketing for a converter and distributor of pressure-sensitive tapes, films, die-cut components and engineered-material formats. Built a dual OEM-direct and industrial-distribution route to market, supported by technical tools, content, pricing and field programs. The career record cites $24 million in cumulative new business over the three-year role.

Parker Hannifin / LORD Corporation

North American Sales / Channel Manager

Led a North American engineered-materials business across adhesives, sealants, coatings, gaskets, seals and thermal-management materials, with P&L and budget responsibility. Led six direct sales representatives and 16 channel partners while coordinating sales, marketing, engineering, technical service, operations, manufacturing and finance.

RS Hughes Company

Strategic Account Leader

Built a strategic-account territory across industrial OEMs, converters, construction, data-center infrastructure, transportation and medical-production support. Brought application-driven materials, tools, packaging and process equipment into customer conversations and developed technical, account-specific commercial programs.

Ameritek International

National Sales & Marketing Manager

Leads national sales and marketing through a 23-representative network supporting stamped and fabricated parts, molded components, kitting, packaging and assembly programs. Integrates market segmentation, OEM account prioritization, technical selling, distributor-channel design, CRM forecasting, RFQ prioritization and representative accountability.

SELECTED ACCOMPLISHMENTS

Role-specific highlights—not a cumulative total

P&L & COMMERCIAL SCALE	Directed full P&L business segments at Adhesives Research and Parker Hannifin/LORD; managed an $85 million 3M portfolio; and now carries responsibility for an $8 million Ameritek revenue stream. The work has included revenue, margin, pricing, forecasting, channel and portfolio decisions.
GROWTH SYSTEMS	Led market segmentation, portfolio focus, targeted marketing, CRM discipline, RFQ prioritization and representative accountability. At Ameritek, the career record cites 20% growth and $1.8 million in new business through integrated marketing, OEM development, technical selling and national field execution.
MATERIALS & CONVERTING	At Adhesives Research, helped grow the industrial-tapes business from $10 million to $25 million. At TapeCase, the career record cites $24 million in cumulative new business and $5 million in electronics growth tied to EMI/RFI shielding and thermal-management applications.
CHANNEL DEVELOPMENT	Built and enabled OEM-direct, distributor and representative routes to market through joint plans, technical training, marketing tools, catalog and digital content, pricing discipline, partner scorecards and account-development routines. At Parker Hannifin/LORD, this included systems for 16 channel partners.
APPLICATION COMMERCIALIZATION	Helped turn materials and process capability into production-oriented programs for bonding, sealing, thermal management, EMI shielding, die-cut converting, packaging, molded components and fabricated assemblies. The career record includes a $2.4 million automotive-electronics expansion using precision die-cut converted components.
INDUSTRIAL EV LAUNCH	Led an industrial-electrification launch of EV adhesives and tapes through 26 distributors into an untapped market. By connecting market selection, application positioning, distributor engagement and field execution, the launch generated more than $45 million in new business.

COMPANIES

Direct employer experience

COMPANY	CAREER SCOPE
Ameritek International	National sales and marketing; engineered components, contract manufacturing and channel execution.
RS Hughes Company	Strategic-account leadership; industrial and production-support solutions.
Parker Hannifin / LORD Corporation	North American sales and channel leadership; engineered materials.
Ellsworth Corporation / TapeCase Ltd.	Global sales and marketing; converting, materials and distribution.
Lohmann Tapes	Business development and Midwest sales leadership; specialty materials.
Adhesives Research, Inc.	North America sales and marketing; industrial tapes and P&L leadership.
Gemini, Inc.	Sales and marketing leadership; signage OEM/manufacturing.
3M Company	Sales, marketing and leadership roles in specialty tapes and industrial materials.

THE APEX ENGAGEMENT

An extension of the company—not a generic report

Tim works as an extension of the company: helping leadership make market and account choices, marketing turn capability into a clear customer story, and sales and operations create the next actions, ownership and tools that make the plan executable.

For manufacturers, converters and distributors, that can mean a focused market or account map, application/value message, channel plan, RFQ-to-production handoff, account-entry system or weekly operating cadence.

Start a conversation with Tim O'Neil: 715-531-8075 | toneil36@gmail.com | oneilfit-mxnglp92.manus.space/tour

Selected results are stated as documented in Tim O'Neil's career records and relate to distinct employers, roles and periods. They are not additive across companies or time periods.