

# JONATHAN K. HASSON, P.E.

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## SUMMARY

An accomplished and forward-thinking **SOLUTIONS MANAGEMENT EXECUTIVE**. An optimistic, imaginative, and discerning problem solver on a mission to be the role model of a servant leader. An inquisitive learner and intelligent professional, seeking to find the "right" solutions for customers, teams, and colleagues. A generous collaborator, ready to support others and lead as an adaptable change agent. Successful with domestic and international experience in the management of products, operations, projects, P&L goals, process improvement, marketing, strategic planning, and M&A due diligence support.

A proven leader of diverse professional teams in strategizing, planning, and executing initiatives for developing product life-cycle plans, increasing employee engagement, customer satisfaction, business success, and profitability across multiple geographic regions. Leverages exemplary organizational, technical, interpersonal, and communication skills to provide innovative and sustainable solutions that help position a business as an industry leader.

## KEY ACCOMPLISHMENTS

- Led hardware and software product management and launch team activities, achieving \$4 million-plus in increased product sales in 2020-2021, with YOY growth of new product sales between 50% and 77%.
- Facilitated employee engagement of 80%-plus with direct reports, measured across multiple areas such as employee engagement, manager effectiveness, performance enablement, change management, communication, future vision, growth and development, involvement and belonging, quality, recognition, and trust, achieving rankings in the top 25% of the most engaged IDEX organizations.
- Grew regional operating gross margins to highest in company history, from net margin losses in 2008 to greater than 29% for fiscal 2009, eventually exceeding 48% for fiscal 2013 by implementing successful 80/20 P&L management.

## EXPERIENCE

ADS LLC (d/b/a ADS ENVIRONMENTAL SERVICES)

Huntsville, Alabama

**Director of Product Management** .....2017-2021

Led product management, marketing, product supply chain, and order fulfillment departments delivering new, industry-leading products. Executive Team member overseeing all facets of product life cycles, including the collection of VOC (Voice of Customer) and translation of VOC data into workable product requirements, market strategy, and market planning. Evaluated business cases around customer needs (full P&L understanding of development activities, including development costs, supply chain costs, and sales forecasting). Developed requirements and assumed ownership of road-map development, monitoring, and product launch success, guiding product development leadership. Managed marketing, procurement, and customer-facing platform improvements (including company website and online storefront).

Performed regular financial reviews and road-map monitoring, created product pre-launch marketing plans, detailed launch activities, and performed product supply management and planning. Drove post-launch follow-up and user feedback, product life-cycle monitoring, and product End-of-Life (EOL) management. Served as liaison and bridge between the company's operational groups, including the executive team, finance, sales, operations, and product engineering and development. Led discussions with the executive team on risk-balancing for future sales needs. Drove more than \$5 million of growth in new product sales, new market growth, sales lead generation, supply chain assurance, and employee satisfaction.

- Led cross-functional teams of marketing, service, hardware, and software product management professionals to deliver industry-leading and innovative collections systems solutions for forward-thinking municipalities, flow-service providers, and internal users.
- Took over launch management of ECHO™ (level measurement device) and led the team to grow sales by 20% to 50% YOY.

- Spearheaded product management and launch of innovative technology AV|GATED™ sensor, growing sales from zero to greater than \$1 million in 2.5 years, achieving 77% YOY on average growth since inception in 2018.
- Led product management and launch of new software platform (ADS PRISM™) as the company’s flagship platform with the launch in Fall 2019, resulting in the growth of recurring subscription revenue exceeding \$3 million-plus annually (2021 est.).
- Exceeded annual plan forecast for hardware product shipments through mid-2021, putting ADS ahead of plan for 2H 2021.
- Led supply chain organization through COVID-19-induced supply chain challenges for both raw and finished goods from suppliers. Successfully forecast modem supply bottleneck, obtaining aggressive company investment to procure finished modem components to satisfy product supply needs through 2Q 2022 in response to worldwide computer chip shortage in 2020-2021.
- Refocused marketing team from “sales support” to true “solutions marketing and lead-generation” team:
  - Led multidisciplinary effort to generate a new company-positioning statement that improved messaging, decision-making on new products, and final product copy on all marketing platforms.
  - Led redesign and launch of the company website, focusing on clear messaging and lead generation. Increased website traffic by 17% in four months (2020).
  - Focused marketing team attention on lead generation as the number-one goal for the team, leading to an estimated 200% increase in viable leads delivered to the sales team. E-marketing efforts improved successful social media and digital marketing engagement with 10.2% to 13.7% click-through rates, respectively, and 70% engagement growth from e-marketing activities.
  - Pivoted marketing efforts during COVID-19 restrictions to become the industry source for online learning in sewer flow monitoring. Beginning Spring 2020 and continuing into 2021, an online webinar series generated 400 to 600-plus unique attendees per webinar (nine total through mid-2021), increasing viable leads for sales follow-up (250-plus).

ADS LLC (d/b/a ADS ENVIRONMENTAL SERVICES) Birmingham, Alabama  
**South Region Manager** .....2016-2017

Led team that managed over \$12 million of revenue in both South Region operations and international ADS ES equipment sales (excluding Canada). Drove overall customer satisfaction, facilitated project and business success, and managed project resource staffing within South Region (EPA Region Four and Six, including Puerto Rico), including management of engineering, technical, administrative, and field personnel in five offices. Provided support and direction for projects, including some of the largest and longest duration contracts such as Fulton County (Georgia), Houston, Tulsa, Nashville, Chattanooga (Tennessee), and Jefferson County (Alabama) projects, and ensured meeting of both client and company expectations.

Drove company-wide improvement by:

- Managing the company’s wireless communication contracts and support team, and leading the company’s social media focus.
- Negotiating a 60%-plus reduction in ADS’s wireless SIM fees, helping to save the company over \$400,000 per year.
- Improving the company’s SEO search rankings from the bottom of page two of Google search results to the number-one position at top of page one within six months, increasing ADS’s social networking visibility, customer engagement, and marketing success.
- Supporting IDEX M&A activities related by working directly with corporate leadership for divestiture of businesses in 2016.

ADS LLC (d/b/a ADS ENVIRONMENTAL SERVICES) Baltimore, Maryland/Birmingham, Alabama  
**Combined North/South Region Manager** .....2012-2016

Led the largest operational group in ADS, managing over \$20 million in annual revenue in the combined North and South Regions. Drove overall customer satisfaction, project and business success, and project resource staffing for operations in 24 U.S. states, three Canadian provinces, the District of Columbia, Puerto Rico, and international equipment sales, including management of approximately 51 engineering, technical, administrative, and field personnel located in eight offices. Provided support and direction for projects, including Baltimore City and Baltimore County (Maryland), ALCOSAN (Pennsylvania), Washington Suburban Sanitary Commission (Maryland), Lehigh County (Pennsylvania), Fulton County (Georgia), Nashville and Chattanooga (Tennessee), and Jefferson County (Alabama), ensuring the satisfaction of both client and company expectations. Drove company-wide improvements by managing the wireless communication contracts and wireless support team, and led the company’s social media focus.

## ADDITIONAL EXPERIENCE

ADS LLC (d/b/a ADS ENVIRONMENTAL SERVICES), Baltimore, Maryland, **North Region Manager**, 2008-2012. Managed North Region operations activities (12 U.S. states, three Canadian provinces, and the District of Columbia), delivering \$13 million to \$18 million in annual revenue. Responsible for customer satisfaction, operations P&L, project management, and staffing responsibility for the region, including the management of approximately 26 sales, engineering, technical, administrative, and field personnel in three main offices - Baltimore (Maryland), Congers (New York), and Manchester (New Hampshire). Responsible for managing the overall success of those projects, as well as maintaining the forward momentum of both the sales and operations activities.

ADS ENVIRONMENTAL SERVICES, Huntington Beach, California, **West Region Manager**, 2003-2008. Managed West Region operations activities including P&L, project management, and staffing for the region, including management of approximately 30 engineering, technical, administrative, and field personnel in three main offices - Seattle (Washington) and Huntington Beach and San Diego (California). Facilitated growth of customer satisfaction, project performance, and employee satisfaction.

ADS ENVIRONMENTAL SERVICES, Marietta, Georgia, **Senior Project Manager**, 2001-2003. Maintained overall office profit and loss, project management, and staffing responsibilities for combined Georgia, North Carolina, South Carolina, and Florida districts.

COMPAÑÍA DE AGUAS DE PUERTO RICO/U.S. FILTER OPERATING SERVICES, San Juan, Puerto Rico, **Technical and Compliance Program Manager**, 1998-2001. Led management and technical oversight for Puerto Rico Aqueduct and Sewer Authority 301(h) Waiver Program to ensure achievement of all deadlines, commitments, and technical standards for obtaining regulatory determinations and waivers. Acted as point of contact with U.S. EPA and Department of Justice for 301(h) issues. Oversaw management for \$10 million-plus in capital and repair improvements at six large wastewater treatment plants. Developed and implemented operational and management improvement strategies for 68 wastewater treatment plants and 508 wastewater pumping station systems.

METCALF & EDDY, INC., Atlanta, Georgia, **Project Manager/Project Engineer**, 1993-1998. Served as project manager and project engineer for industrial waste collection system investigation and mapping program at a major industrial client in North Carolina. Performed CCTV inspections, smoke/dye testing, and rerouting design and construction management. Served as assistant project manager for the design of the largest raw water pumping station in North Carolina and the conceptual design phase of an advanced water reclamation plant design project in Georgia.

## EDUCATION

MISSISSIPPI STATE UNIVERSITY, Mississippi State, Mississippi  
**Master of Science • Civil/Environmental Engineering**  
**Bachelor of Science • Civil Engineering**

## PUBLICATIONS AND PRESENTATIONS

**“Optimizing Water Conveyance Capacity in High Service Pumping Applications”** - Jonathan K. Hasson, H. Arnold Jarrell  
South Carolina Environmental Conference, Myrtle Beach, South Carolina, 1996  
North Carolina AWWA/WEA Annual Conference, Greensboro, North Carolina, 1995

**“Water System Consolidation for Westinghouse Savannah River Company”** - Jonathan K. Hasson, Nancy Gonce, Steve Cook, Shamsh Jaffer  
South Carolina Environmental Conference, Myrtle Beach, South Carolina, 1996  
Georgia Water Resources Conference, Athens, Georgia, 1995

**“Application of Adaptive Grids in Numerical Modeling”** - Kang-Ren Jin, Jonathan K. Hasson  
Second Canadian Conference on Computing in Civil Engineering, Ottawa, Ontario, Canada, 1992

**“Water Quality Modeling on Dynamic, Multi-Blocked Grids”** - Jonathan K. Hasson  
Master's Thesis, Mississippi State University, 1992

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#### ACTIVE CERTIFICATIONS

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Pragmatic Institute - *Pragmatic Marketing Level V*, 2018

IDEX Corporation:

*Management Excellent Program Graduate - 2015, Effective Negotiations Green Belt - 2012, 80/20 Leadership - 2012, Daily Management Leadership - 2012, Ideation Green Belt - 2012, Rapid Improvement Event (RIE) Leadership - 2012*

National Council of Examiners for Engineering and Surveying® – *NCEES PE Certificate*, 2011

Crestcom® International – *Bullet Proof Manager*, 2008

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#### LICENSURE

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*Registered Professional Engineer - Georgia, Maryland, Pennsylvania*

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#### AFFILIATIONS

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Water Environment Federation  
American Society of Civil Engineers  
American Water Works Association  
Alabama Water Environment Association

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#### HONORS AND AWARDS

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*Mississippi State University College of Engineering Hall of Fame*  
*IDEX Corporation Key Employee Award Program (KEAP), 2011-2020*

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#### COMPUTER SKILLS

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Microsoft Office Suite (Advanced) • Windows • macOS and iOS • Microsoft Power BI • Microsoft Visio • Canva.com  
Obsidian Personal Knowledge Management • Markdown Language (Basic) • CSS (Basic) • HTML (Basic)  
Aha.io Product Management Platform • Adobe Lightroom (Advanced) • Adobe Photoshop (Intermediate)

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#### LANGUAGES

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Basic Proficiency/Conversational in Spanish