

# 2016 STRATEGIC PRICING FORUM FOR NEO CUSTOM MANUFACTURERS

Workshop Announcement

November 20, 2015

## Get Ahead of Your Competition in 2016

In this high value workshop, we will cover everything you need to understand about the pricing landscape in 2016, including how to leverage strategies and tactics unique to custom and configured products that will maximize your profits this year. Get ahead of your competition and join us for this one day workshop, reserved by invite only for Northeast Ohio manufacturers of highly configured and custom products.

### Workshop Topics

- **Custom and Configured Pricing Strategies:** The latest in thinking on how to implement strategic pricing for highly configured and custom product pricing
- **Technology:** Latest in CPQ, Pricing Intelligence, and Webscrape technologies that can be leveraged in custom businesses, including recommended low cost investments with very high returns on pricing insight
- **Raw Materials:** What to expect this year from cost fluctuations and how to mitigate risk with best practices in index based pricing for custom products
- **Currency Fluctuations:** What is happening with the valuation of the dollar relative to global markets and how to harness currency of collection to maximize profits
- **Contracts:** Recommended contract language that can be used to protect yourself from long term risks inherent in custom product businesses

*Date: January 15, 2016*

*Registration 8am*

*Workshop 8:30am—  
4:30pm*

*Reception 4:30-6pm*

*Location: Bertram Hotel*

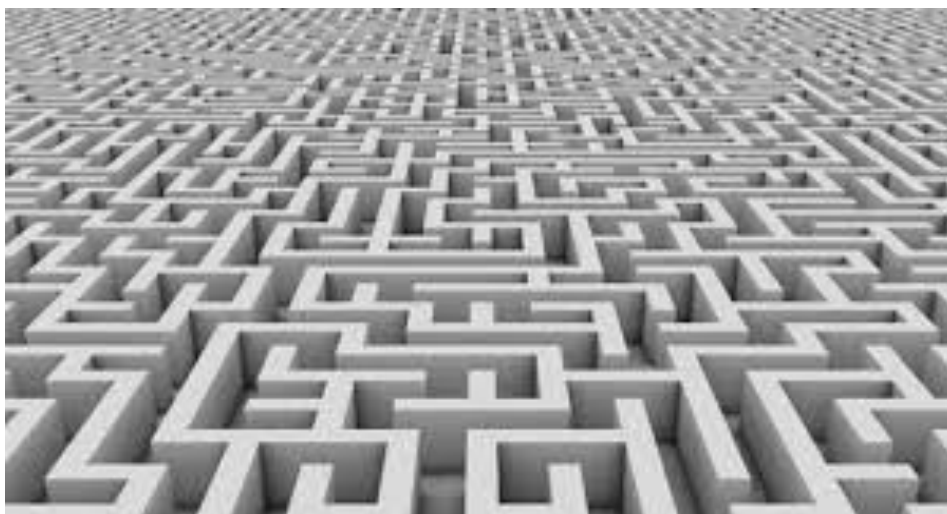
*600 North Aurora Rd.*

*Aurora OH*

*330-995-0200*

*Early Bird Price: \$795*

*After December 15: \$995*



Your business is complex. Make that your pricing advantage!

For More Information or  
to Register Online Go  
To:

Pricingempowered.com or  
lydiadiliello.wordpress.com

Or Call 330-414-6768 or  
330-283-5273



## About Capital Pricing Consultants

Lydia to fill it in



Lydia Dilello

## Lydia's Bio

Lydia Di Liello brings more than 22 years of global revenue management and pricing expertise to her clients. She began her career in banking while earning her MBA on scholarship from The Youngstown State University.

After graduate school, Lydia joined Delphi Packard Electric in Automotive Manufacturing starting on the shop floor on second shift and promoted through the ranks eventually becoming responsible for global tooling procurement. Her leadership roles have included manufacturing, pricing and procurement as well as nine years at the executive level in customs plastics manufacturing at Automated Packaging Systems.

Lydia is a member of the Board of Advisors for the Professional Pricing Society and regularly presents at their conferences. She is also a frequent contributor to pricing industry publications including The Pricing Advisor, Pricing Brew and The Pricing Journal.

Her experience working in over 16 countries with global Fortune 500 companies as well as mid size privately held firms provides a breadth of knowledge and an understanding that serves her clients to achieve more profit locally and globally.

## About Pricing Empowered, LLC

Pricing Empowered is a management consulting firm dedicated to empowering clients to leverage pricing as a long term strategic advantage. Our mission is to have a massive positive impact on the economy by influencing the adoption of value-based pricing in industrial markets through education, tools, and change support of our customers. With a very deep experience base in highly configured and customized manufacturing business, as well as high transactional distribution and service businesses, we take pride in our unique and highly sophisticated analytics capabilities.

We are actively seeking partner clients that create substantial value for their customers but are unsure if that value is captured in a fair way, whose executives understand the financial impact that pricing power has on their organizations and want to be part of improving that power, and who are willing to view strategic pricing as a continuous improvement business process that has enormous strategic implications



Adrienne Gordon

## Adrienne's Bio

Adrienne Gordon has a passion for pricing, and helping organizations and individuals achieve their true value potential. She brings more than 16 years of strategic pricing experience, on all continents and a large variety of industries.

After working some time in biomedical research and then engineering sales for the lighting industry, Adrienne launched her pricing career after taking a role in Product Management at Parker Hannifin. Piloting strategic pricing as the first ever Pricing Manager at Parker, her efforts resulted in the opportunity to be the project manager on a global initiative across 130 manufacturing and distribution companies, ultimately being showcased in the Wall Street Journal in 2007.

Taking the learnings from this experience, Adrienne left Parker to lead pricing as the Director of Pricing at American Greetings and later an Internal Consultant at Eaton Corp. She finally decided to leave the corporate world in favor of consulting, where the methods and tools she learned and developed could be used to help more companies in search of pricing excellence.

Today, she partners with her clients to improve pricing strategies, processes and policies. With a focus on high transactional environments and highly configured and customizable products, Adrienne's expertise in strategic pricing analytics leaves her clients with increased clarity on market dynamics and low risk pricing opportunities.

She is a frequent speaker for the Professional Pricing Society, and has taught several courses for the Certified Professional Pricer program. She holds a Bachelors in Biomedical Engineering from Boston University, an MBA in Marketing and post graduate studies in Finance and Economics from Western New England University, and a research internship from Harvard School of Public Health.

# Your business is complex, but your pricing doesn't have to be.

Manufacturers that sell highly configured and customized products have unique challenges in optimizing pricing. Most off the shelf technology that can help these companies build the necessary insights into their pricing come with million dollar price tags that rarely are embraced during the budgeting process. Further, many of these companies have higher than typical risk when it comes to raw material fluctuations and understanding how they may best protect themselves from possible impact when the impact itself is difficult to predict.

Lydia Di Lello and Adrienne Gordon bring a unique background to help Northeast Ohio custom and configured product manufacturers get in front of this complexity to maximize their profits. This highly valuable and highly focused workshop is guaranteed to have a significant return on investment.

Northwind Traders brings you the world

## Northeast Ohio Manufacturer's Pricing Workshop

8025 Megan Meadow Dr  
Hudson, OH. 44236

## Contact Us

Give us a call for more information about our services and products

### Capital Pricing Consultants

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