Tom Lanen

Freelance Writer & Brand Marketer
Wellness Advocate for Older Adults & Seniors
Project & General Manager
(508) 951-0130 | Thomas.Lanen@gmail.com

Creating Branded Value.
Engaging Buyers.
Driving Revenue.

The Difference is You.™

Tom Lanen has over 35 years of results-driven marketing, sales, and general management experience with local, regional, national, and global Consumer (CPG), B2B, and technology brands.

Over the past 27 years he's been the principal of Thomas Marketing Services Corporation, an advertising, marketing, and design firm, and has been instrumental in creating presence, value, and momentum for renown brands including Velcro™ brand fasteners (Consumer Package Goods, Industrial, Medical Products Group (MPG Ingenuity Through Alliance™ process depicted), Personal Care, Technical divisions (17 years), Thermo Scientific™ instruments (3 business groups - 15 years), and Ovation Benefits Group™ brands (15 years); along with Keurig™, LoJack™, and Boston Whaler™ brands; and many startups in diverse categories, including Seniors Who™ Surf iPad learning for older adults.

Entrepreneurial and an early adopter, today Tom offers freelance writing and marketing advisory services. His strength is brand innovation, positioning and marketing communication strategy, design management, and lean marketing. He also has a unique ability to create understanding across technical and non-technical audiences while maintaining key technical context.

Call Tom For:

- Freelance Writing Assignments
- Project Management
- Website Development & Content
- Social Media Strategies, Mentoring
- Event & Trade Show Management
- Creative, Tech & Marketing Outsourcing
- Board of Advisors/Directors
- Strategic Brand Marketing
- Brand Identity & Visual Design Systems
- Technical Writing
- Blog & Content Creation, Ghost Writing
- Marketing to Seniors, Adult Children
- iPad Training for Older Adults & Seniors
- Actively Engaged™ Seniors Technology Forums

VELCRO® KEURIG Ovation Benefits Shape Change.™ Thermo SCIENTIFIC

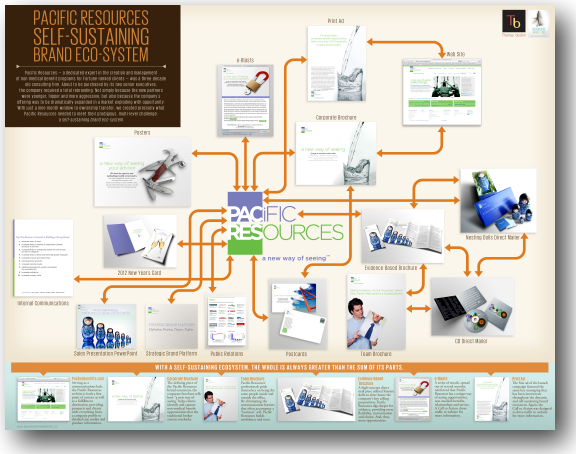
Career Highlights

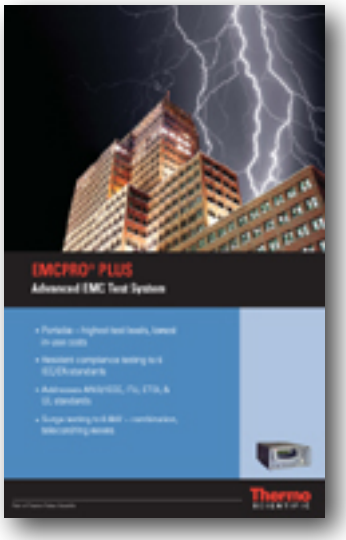
Consumer Package Goods (CPG) Line Consolidation, Merchandising

Wrote and implemented trilingual packaging (blister, clamshell, folding box), and merchandising strategy for the Velcro Group. Reduced overlapping products, and production, marketing & distribution expense via a brand- and usage-focused visual design system, which enabled sell-through across hardware, automotive, marine, sewing & notions, education, and DIY markets.

Brand Re-Stage for Fortune 500®
Benefits Advisors - Management Buyout

Created a research- and endgame-driven brand and design system, and strategic positioning and communication platform for a management buy-out team of a boutique employee benefits advisory & brokerage business. Acquisition within two years.





New Products & Line Extensions - Test Systems, Laboratory Equipment, Informatics, Services

Formulated and executed rollout marketing, trade show, and sales support programs for capitol equipment (semiconductor and CE Mark) test systems, laboratory instruments, and informatics for Thermo (Electron) Scientific. 3D product modeling, videos, multimedia.

Technology Business Startup, IPO

Introduced early-stage voice recognition patient reporting technology for radiology & emergency medicine clinicians with futurist Ray Kurzweil.

Healthcare and Wellness, Applied Technology

Marketing, human resource, corporate communication for Newton-Wellesley Hospital, Sports Medicine Systems & Kimberly Quality (home) Care. Also EHR, HIE for Cornerstone Healthcare Consultants.

Recruiting, Retention & Human Resources Communications

Provided account, business development & copywriting services with recruitment advertising pioneer, Al Buyer. Hold still-standing record, new clients signed in a single week: 11.

Retail Rebranding and Customer Engagement

Defined position, and redefined brand elements, coloration, and visual design system. Expanded online presence via a new website, social media and permission marketing; and created menus, merchandising, and signage for multi-location Quebrada Baking Company. Yielded double-digit sales increase, and a new location was opened.

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Tom with wife Bonnie, and twin sons Joseph (left) and Michael (right), both entering UMass Amherst in Fall '16; and son John, who graduated cum laude from the Isenberg School of Management, University of Massachusetts, Amherst in 2015. The twins make it a complete UMass Amherst sweep for the family.

An avid sailor and boater, Tom is also an English Premier League (football) fan, an outcome of 11 seasons coaching youth soccer. He also enjoys outdoor concert events; and always has a project going to maintain his family's log home on two acres in the woods, which has expanded 3-fold over the course of 28 years in Hopkinton.

UMass Amherst

University of Massachusetts Amherst
B.A. English; marketing minor concentration; technical writing. Design studies, Harvard Graduate School of Design

THOMAS MARKETING SERVICES CORPORATION

President & Founder (1989), Thomas Marketing Services Corporation I ThomasBoston.com
Marketing, design: advertising, web, content

Managing Director, Seniors Who Surf™
iPad learning for older adults & seniors

Account Services, Ingall's Associates
Advertising agency - pre-BBDO

Business Development, Alfred S. Buyer, Inc.
Recruitment advertising; HR communications

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On innovation: "Process is more important than outcome. When the outcome drives the process we will only ever go to where we've already been. If process drives outcome we may not know where we're going, but we will know we want to be there. " ~ Bruce Mau