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*“Innovation is the lifeblood of growing companies. Success comes when projects are clearly defined, have senior management support, and development teams are equipped to execute on the project plans.”*

*Jeffrey Gotro  
Waypoint Leadership*

*Dr. Jeffrey Gotro is an experienced technology executive skilled at driving new product development resulting in multi-million dollar new revenue streams with enhanced profitability.*

*His career includes:*

- *Global experience building high-performance R&D and Engineering groups, implementing robust innovation processes, optimizing new product development portfolios, and actively managing intellectual property to increase sustainability.*
- *Over 25 years experience, holding technical and senior leadership positions in leading chemical and high tech companies.*
- *Extensive experience in materials for electronic applications with deep knowledge in polymer science.*
- *Expert in Design for Six Sigma (DFSS).*

*His focus at Waypoint:*

- *Executive leadership for C-suite strategic projects and programs, including new product commercialization*
- *Interim executive leadership for R&D and Engineering operations in early stage companies*
- *Executive leadership for process improvement projects*