



lcrane@wpldrs.com



“Providing superior leadership to solve technical, development and organizational challenges.

*Larry Crane, PhD
Waypoint Leadership*

Dr. Larry Crane is a successful leader with the proven ability to transform technologies into profitable products by maximizing and unlocking the potential in cross-functional teams, creative problem-solving and strategic portfolio management.

His career includes:

- Increasing new product introduction rates from 18 to 30 percent annually.*
- Integrating the development efforts for 5 international laboratories to maximize organizational efficiency.*
- Consolidating 4 laboratories into one major technical center while retaining all scientific staff.*
- Strategy development for the R&D department of a \$300 million specialty chemicals division.*

His focus at Waypoint:

- Leadership of complex strategic projects such as plant closures and transfers, merger and acquisition integration, expansion plans and new product development portfolios.*
- Temporary general management of development, manufacturing or operations departments.*
- Analysis of strategic technical roadmaps.*