

BIOGRAPHY

Eric Downey Growth Coach & Client Relations Manager

Eric Downey is the Alaska Manufacturing Extension Partnership, Inc. (AMEP) Growth Coach and Client Relations Manager. AMEP is one of 59 centers created by the National Institute of Standards and Technology's Manufacturing Extension Partnership. The Manufacturing Extension Partnership helps to increase the competitiveness of manufacturers by bridging the productivity gap, identifying opportunities for growth, and encouraging technology deployment.

As a Growth Coach and Client Relations Manager, Downey has helped companies to generate over \$11 million in cost savings and \$10.5 million in new investment or company value. Previously he was the Executive VP and VP of Sales & Marketing for Denali Lodges, where he helped to increase the company value by \$7 million. He also worked as Marketing Director at Alaska Wildland Adventures, where he reduced marketing costs from 17% of sales to 9.2% of sales. Downey generated the ROI for these companies by lowering their costs, improving quality and building new business. Previously, he has worked for an exotic meat and seafood processor, and he also sold reindeer meat as an independent commission sales broker for Native Corporations. Prior to his private sector work, Downey worked at the University of Alaska Anchorage doing counseling and market research related to Alaska's exports. He has spent tons of money on Internet marketing, mostly with a good ROI. His bosses like to turn to Downey when they need some technical writing or need to flesh out details to a broad concept. Mr. Downey came to Alaska in 1983 from Los Angeles, and says that California is a great place to be from. He earned his MBA from the University of Alaska in 1991, and has marketed Alaska products since 1985.

A private 501(c)3 corporation created in 2004, AMEP is committed to developing the state's economy through the provision of technical, business and economic training and assistance to Alaska's small manufacturers and to rural Alaskans producing, marketing, and distributing Native art and other home-based manufactured products. AMEP receives federal and state funding.

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