

Chris Scafario Bio

Chris Scafario is the Vice President of Consulting Operations at DVIRC. He works in Philadelphia and across the nation's Manufacturing Extension Partnership (MEP) to support the advancement of small to mid-sized manufacturers and their supply chain through leading the design, implementation, and oversight of consulting services in areas related to operational excellence, top-line growth, and business management.

For the past 11 years, he has been leading DVIRC's Sales and Marketing Services practice, where he uncovers and analyzes meaningful insights for clients and helps them execute on this information to become high-performance organizations. Chris developed DVIRC's Lead Generation Program, which has been delivered to more than 250 companies and has been adopted by MEP Centers throughout the country. His expertise includes sales, marketing, product development, trade marketing, brand management, current state analysis, competitive analysis, benchmarking, SWOT analysis, primary research, lead generation, new market identification, messaging and marketing tactics and execution, and market segmentation.

Prior to joining DVIRC, Chris developed and managed multimillion dollar product lines with industry-leading consumer goods companies such as Cadbury, Schweppes, and Philips Electronics. As a partner in his family's beverage business, he co-created a highly successful line of Canadian Spring Water and later went on to grow the firm's private label production by more than 300 percent.

Chris holds an MBA from Philadelphia University and a bachelor's degree in marketing from Philadelphia College of Textiles & Science. He contributes articles to blogs and trade publications, and regularly speaks about lead generation at MEP best practice events. He also speaks to many area financial services firms, universities, business consulting groups, and trade organizations about lead generation, sales and marketing. He is active in the car collector community and is passionate about bringing people together. In 2012, he founded started his own charitable group, High Octane South Jersey, which was awarded the 2014 Charitable Partner of the Year by the Deborah Hospital Foundation.

Sylvia Wower Bio

Sylvia Wower is the Director of Market and Economic Research at DVIRC, where she manages the company's market development department, including market research, market scouting, and lead generation.

Having studied and worked in five countries around the world, Sylvia brings a global economic perspective to her market development and economic research work at DVIRC. She has more than 16 years of international experience in market development and business intelligence management. While working at DVIRC, Sylvia has successfully managed the execution of more than 200 market development consulting projects for a variety of sectors in the manufacturing industry.

Prior to joining DVIRC, she worked at the Pennsylvania-based television shopping channel, QVC, where she helped grow a division of health and beauty lines from five hundred thousand dollars in sales to over \$10 million. Sylvia was influential in building the programs that created a televised market for products by Jessica Simpson and celebrity hair stylist, Jonathan Antin. She was also responsible for the successful launch of the Ojon Hair Care and Mally Beauty Cosmetics lines on QVC. Sylvia's international work experience includes business development roles in Poland, Germany and most recently, the United Kingdom, where she managed the marketing efforts for a luxury furniture manufacturer that subsequently experienced year over year growth of more than 20 percent.

Sylvia holds an MBA in global business management from Thomas Jefferson University, an MBA in HR management from University of Management and Banking, a bachelor's degree in business from University of Management, and business degrees from Saïd Business School at Oxford University, CAE, and European Markets. She also graduated from DVIRC's Management Development Certification program. Sylvia is a Board Member of the United Nations of Greater Philadelphia, Small Business Executive Board Member for the Greater Philadelphia Chamber of Commerce, an active member of Forte Foundation, Vice President of the Moorestown Neighbors Association, and Elected

Republican Chair Woman for Moorestown District 14. She has published Genetic Algorithms in Molecular Design of Novel Fibers, NTC Project: C05-PH01, Philadelphia University, headed by Les Standera, as well as numerous industry analysis reports for DVIRC.