

A large, dark silhouette of an oil pumpjack is positioned on the right side of the cover, set against a vibrant orange and red sunset sky. The pumpjack's long arm and curved counterweight are prominent features.

# Accelerate CMO

## Case Study


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From Chaos to  
Coordination: How  
Kimray's Product  
Launch Strategy Drove  
\$8M in First-Year Sales

Melanie Harr-Hughes

# THE CLIENT

## WHO ARE THEY?



Kimray, Inc. is a leading global manufacturer of oil and gas control equipment with a \$300 million annual revenue and a strong international presence across multiple markets.

## WHERE WERE THEY BEFORE WORKING WITH US?

Kimray's transformation story begins with a \$200 million operation standing as one of the last American-owned control valve manufacturers in the United States.

Despite six and a half decades of industry presence, Kimray was trapped in a cycle of disconnected "random acts of marketing" without a cohesive strategy to leverage their impressive heritage and effectively launch new products to market.

# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

New product launches should generate excitement, but at Kimray, they often created confusion. Without a clear strategy, product launches were rushed and disorganized. Marketing scrambled to produce brochures—often too late in the process—while sales, engineering, and product teams operated in silos. In some cases, products hit the market before all internal teams even knew they existed. The result? Missed opportunities, slow adoption, and a lack of alignment across the company.



## WHAT DID WE DO TO SOLVE IT?

Determined to fix this, engineering, product management and marketing built a dedicated product launch team and trained them on Product Management principles. Using a unified framework, this team coordinated every step of the launch process, ensuring seamless collaboration between sales, marketing, product, and engineering. Instead of last-minute chaos, launches became well-orchestrated events with clear messaging, strategic timing, and full team alignment.

# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

The impact was immediate, and continued to improve with each subsequent launch. Armed with the Product Management Blueprint, teams worked together to create launch materials, train sales reps, and equip stores with everything they needed before products hit the market. The result? Several successful launches—including full product rollouts and key enhancements—generating nearly \$8 million in the first year. With training and materials in place ahead of time, sales teams could start customer conversations early, leading to faster adoption and a stronger market presence from day one.



## TESTIMONIAL

The structure and processes that Melanie developed allowed her team to produce exceptional content efficiently and timely. Melanie has the **ability to cover all the details, ensuring the messaging is consistent and clear**, while also leading multiple projects simultaneously in a common direction.

- Andrew Schuermann, Kimray

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