

# SALES AND MARKETING EXECUTIVE



Twenty years' experience leading sales, marketing and engineering departments. Successfully implemented strategic initiatives in a multi-channel environment, increasing brand awareness and market penetration generating millions of dollars in top line growth while achieving increased margin attainment. Provides leadership with a clear vision, strong analytical skills and directly linking to the voice of the customer.

## Accomplishments

- Created comprehensive Sales & Marketing Plan, to increase growth in a new customer base while enhancing company position in the distribution channel. Grew sales 44.8% in less than three years.
- Led contract negotiations with two largest distributor marketing groups representing over \$15 million in annual sales securing favored vendor position and exclusive growth programs generating annual sales growth in excess of 15% for three consecutive years.
- \$20 million in yearly sales growth secured via setting up design/operation project teams with customer engineering department to ensure product specifications were consistently met. Became largest customer in company's history.
- Created formal representative evaluation and planning program to hire new reps and monitor annual performance for continuous improvement, resulting in a 30% increase in agency sales over two years.
- Over \$3M in incremental sales, representing order increase in excess of 300% over the previous year securing business at key target accounts and markets. Reaching highest sales levels since the acquisition of the segment
- 400% increase in production backlog, creating largest backlog in company history, driving capacity expansion.
- 40% reduction in quotation response time for custom designs through simplified cost/estimating tools and process

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