

# SALES/BUSINESS DEVELOPMENT/MARKETING



Twenty years' experience leading sales, marketing and engineering departments at leading power distribution manufacturers. In these roles, developed and 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. Earned increased roles of responsibility by consistently getting results meeting or exceeding corporate goals and objectives. Accomplishments come from providing leadership and achieving growth with a clear vision, strong analytical skills and directly linking to the voice of the customer. Open to leadership or key individual contributor role focusing on strategic growth.

## 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.

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