

Closes multi-year contracts in challenging market conditions throughout North America, Europe, and Asia. Experienced with direct worldwide module and system sales to senior level decision makers, in addition to distributor networks. Utilizes marketing background relating to aerospace and defense industries. Mentors and coaches developing sales staff.

Sales Leadership

Realizes significant OEM domestic and international contract growth to meet short term and strategic business goals. Develops effective major accounts acquisition strategies. Converts new prospects into multi-product line customers. Involves team at every level.

Contracts

Designs creative multi-year contracts for win-win with major account customers. Teams with peers in other functional areas to consider all viewpoints in developing proposals.

Marketing

Develops effective marketing strategies for major account acquisition, cross-selling, and new market penetration. Creates marketing collateral and webinars. Researches and segments markets, providing analysis and strategy recommendations.

EXPERIENCE

XYZ COMPANY, Anytown, IL

2004 - 2011

Global Sales Manager

Responsible for P&L and business development, traveling 50%+ and teaming with global sales force to identify and secure new customers and contracts.

- Increased profitability and gross revenue growth consistently over 4 year period:
 - \$23M gross revenue and 13% increase in profitability – FY 2007
 - \$34M gross revenue and 9% increase in profitability – FY 2008
 - \$37M gross revenue and 3% increase in profitability – FY 2009
 - \$42M gross revenue and 14% increase in profitability – FY 2010
- Secured 3 year contract with HJY, generating \$7M average gross revenue per year.
- Created demand from the aerospace industry, realizing first ERB contract for “intelligent instrumentation” for 176H line of commercial transport aircraft.
- Managed sales teams/offices in Hong Kong, San Diego, Chicago, London, and Amsterdam, with combined \$2.5M budget and 28 staff.
- Negotiated \$11M contract and \$2.5M patent infringement settlement with YTR.

Mid-West Area Sales Manager

Engaged to develop area sales and provide national leadership on distributor contracts.

- Led new sales force to 2 consecutive years of double-digit growth, realizing profitability margins of 17% in year 1 and 15% in year 2. Over 3 year period, team grew area sales from \$4M to \$6.4M, with no major account erosion.
- Reorganized 7 employee sales office, synchronizing activities with marketing.
- Led negotiation of 3 new distributor network contracts, allowing 17% increase in North America market penetration over 20 month period.

XYZ COMPANY, Anytown, WI

1999 - 2004

Major Account Sales and Marketing Representative*Developed major accounts strategy for \$12M, 137 employee subsidiary of HTP.*

- Closed 8 new major accounts, accounting for \$3.7M in new business. Teamed with marketing, customer care, and applications engineering to develop targeted sales strategies. Involved technical field engineers in several sales calls.
- Converted 2 former accounts to new, 3 year contracts.
- Enhanced the product visibility by personally visiting each of 14 major account customers every quarter to learn about new applications and discuss upcoming NPIs.
- Created sales tools such as brochures, web-based presentations, checklists, and FAQ sheets for customer presentations. Select collateral adopted for use across company.
- Closed contracts with TRQ, GHR, and WVV companies.

Marketing Analyst*Introduced marketing metrics into sales strategy and individual account approaches.*

- Developed analysis demonstrating improved ROI for cross over customers purchasing from 3 different product lines, integrating factors such as purchase price, reliability, and cross over costs. Excel pivot tables and pro formas incorporated into North America marketing plan and used as exemplar with sales offices globally.
- Defined targeted customers and applications for 11 local sales representatives.
- Identified and researched industry suppliers utilizing new GHT technology in order to segment target market into priority groups and increase effectiveness of sales efforts.
- Created monthly e-newsletter to disseminate product information to sales groups across 17 territories on 4 continents.

XYZ COMPANY, Anytown, OH

1996 - 1998

Sales Representative*Increased revenue by direct selling and teaming with manufacturer representatives.*

- Increased revenue in territory by 47% or \$1.3M over 2.5 year period.
- Re-energized relationships with manufacturer representatives by promoting team success, setting clear goals and regular customer meetings. Realized increase in quotes; revenue improved by 28%.
- Led KLV through preferred vendor selection process, realizing renewed 4 year contract valued at \$170K per year.
- Teamed with peer to realize 44% increase in quotes and 11 additional requests for technical presentations per month by re-energizing relationships with manufacturer representatives. Strategy included 24/7 access to technical data and regular meetings.
- Negotiated \$250K contract, including price, terms and conditions. Contract and negotiations strategy held up as model by territory manager at annual sales retreat.

EDUCATION**Certificate in Marketing**, JHV Institute, NBG University, Anytown, IL**BS Business Administration**, CCV College, Anytown, OH