

CEO, C-SUITE EXEC | REINVIGORATING THE BOTTOM LINE

Expert in leading businesses to profitable growth / diversification:

85% of business from 12 markets vs. 40% from one market ABC Products
38% growth (Pneumatic) / 25% growth (Filter) DEF Corporation
25% sales jump; 27% distributor sales growth in 2 years DEF Corp + Technologies
118% sales boost in 2 years Molded Products, Inc.

Organizational Transformation Leader converting underperforming enterprises into value-based sales and marketing cultures. Forge strong negotiating positions, communicating competitive value and exploiting new business opportunities. Lead and motivate sales enterprises to success in challenging global markets. Package diverse business acumen into repeatable processes and real-world action plans—improving revenue, profit and share.

Empowering people to take initiative ... Requiring personal / team accountability ... Inspiring success

EXECUTIVE PERFORMANCE OVERVIEW

MAJOR MANUFACTURER, Los Angeles, California www.majorman.com 2015 to Present
\$400M diversified industrial manufacturer and subsidiary of ABC Corp., NYSE: ABC.

CHIEF EXECUTIVE OFFICER – METALS DIVISION

Commenced role as CEO, with full, \$15M P&L accountability. Immediately challenged to turn around marginally performing sales organization charged with negotiating large, multiyear, multimillion-dollar contracts + champion “customer first” cultural change. Oversee all marketing initiatives: product requirements, position, segmentation, pricing and communications. Optimize current / launch new products.

Sales Organization Reengineering / New Business Development + Profit Growth

- **Imposed accountability** upon field sales management, spurring a more-proactive, performance-driven organization, aligning **value proposition** / solutions-selling methodology with manufacturing / customer support.
- **Captured >\$10M** in new, annualized **business opportunity**.
- **Generated \$3.6M** in new business revenues in 3 months, offsetting loss of single, \$2.5M customer.
- **Landed \$3M, new medical sales** via European sales agent sign-on after rolling out international market strategy.
- **Boosted profit 15%** / orchestrated domestic competitive sales advantage by developing global supply chain.

ABC PRODUCTS, Campbell, California www.abcproducts.com 2008 to 2014
Custom manufacturer of pneumatic actuators for automation applications to diverse industrial markets.

GENERAL SALES MANAGER – NORTH AMERICA

Reporting directly to CEO, led cross-functional team: Regional Sales Manager, 50-distributor network and combined total of 10+ Application Engineers, Customer Service Representatives + Marketing Coordinators. Met challenge to retool an unskilled, unpolished + deficiently trained sales force. Instrumental member of new product development team performing market analysis, originating marketing materials / forecasts / promotions.

Sales Channel Transformation / Revenue + Profit Growth

- **Effected a dramatic reallocation** of distributor channels that had been drawing 40% of revenue from single market. After reallocation, generated 85% of total business from 12 unique markets.
- **Selected / recruited the best talent**, developed skills via joint sales calls / training and clarified vision and priorities.
- **Generated \$1.2M in sales in 6 months** and captured 69 new OEM customers in 11 industries by improving sales strategies + developing / instituting technical sales / product training programs for international distributors.
- **Drove \$2.9M in 2 years**; vaulted gross margin 18.2% in last 2 years; cut SG+A expenses by 9.7%.
- **Influenced 22.6% in new customer bookings**, meeting corporate growth objectives by redefining “quality” new business targets, then charging Regional Sales Managers to jointly create sales development / penetration strategies. Instituted performance tracking / accountability measures. Projected long-term impact: **30% to 35% incremental increases** in bookings.

DEF CORPORATION, Phoenix, Arizona www.def.com

2000 to 2007

World's leading diversified manufacturer of motion and control technologies and systems.

VP, BUSINESS DEVELOPMENT, Automation Group – Pneumatic Division (1996 to 1999)

Achieved promotion to direct 6-person leadership team and their distribution network (total field sales organization equaled 65+). Inherited, then successfully influenced tenured group of Regional Managers in paradigm shift to stimulate business growth. Contributed to 4-person exec team driving major product developments / introductions.

Double-Digit Business Growth / New Product Introductions

- **Hoisted business 38%** (from \$8.3M to \$11.5M) and yielded **20% profit increase**.
- **Keys to business growth:** Overhauled dated strategic / tactical selling practices via 5-point program: 1. Sales Management Initiatives; 2. Tactical Execution Strategies; 3. Quarterly Distributor Performance Reviews; 4. Target Account Program Management; and 5. Analyzing Industrial Distribution Model for Channel Development / Distribution Management.
- **Increased distributor sales \$842K** across all product lines by launching new target account program.
- **Drove sales of \$1.5M in 3 years** via 4 new product-line recommendations, 3 of which garnered new OEM clients.
- **Acquired \$440K** in <1 year by recruiting / training 2 new distributors. Generated \$200K via 2 private-label accounts.

REGIONAL SALES MANAGER, Filtration Group – Finite Filter Division (1995 to 1996)

Managed distribution network and select OEM accounts for \$8M division across 13 states. Provided technical product and field sales training for instrumentation and fluid power distributor sales staff.

- **Ignited sales 25% in 12 months (103% to plan vs. 71% prior year)** in largest region in the division.
- **Keys to sales growth:** Formed / instituted strategic plan, pinpointed business opportunities and prioritized / managed results-focused time line. Inspired distributor sales teams through management, team building + training, **boosting sales 20%**.
- **Spurred sales from \$1.6M to \$2M** with 45% profit margin by landing new OEM business.

TECHNOLOGIES, Louisville, Kentucky www.technologies.com

1998 to 2000

One of the world leaders in supply of motion and fluid control technologies for diverse industry sectors.

DISTRICT MANAGER

- **Grew regional sales 12%+** (from \$7.5M to \$8.4M+) and distributor sales 27%, in 2 years.
- **Landed \$180K in new actuator business** by converting major private-label customer. Managed 2, \$1M+ private-label accounts.

MOLDED PRODUCTS, INC., Louisville, Kentucky

1996 to 1998

Leading producer of engineered seals and molded products.

AREA MANAGER

- **Doubled sales** from \$1.1M to \$2.4M in 2 years.
- **Awarded \$248K** governmental sole-source supplier contract after building cost-containment solution.
- **Ranked #1** of 20 area managers.

MAJOR TIRE MANUFACTURER., Boise, Idaho www.majortire.com

1995 to 1996

Manufacturer of tires, engineered rubber products and chemicals in 80+ facilities across 28 countries.

REGIONAL ACCOUNT EXECUTIVE, Engineered Products Division

- **Catapulted region** from #7 to #2 Ranking in 18 months.
- **Grew sales 79%** (from \$3.9M to \$7M) in 3 years by cementing relationships / negotiating long-term contracts.
- **Boosted existing OEM sales volume \$1M** and generated \$590K in new sales.

EDUCATION AND DEVELOPMENT

BS, Marketing Management, Purdue University, West Lafayette, Indiana
Management Development Course (MBA Equivalent), Fortune 500 Corporate Management Programs + American Management Association