

QUALIFICATION SUMMARY

ELECTRONIC SYSTEMS/SOFTWARE SALES MANAGER with extensive experience in the entertainment/post-production/broadcast industry, including 14 years as a road warrior. Clients ranged from users to owners, with an emphasis on executives and principals. Equally skilled at channel management from both supplier and channel sides. Established reputation for excellent technical knowledge and ability to close business with strong systems capabilities.

PROFESSIONAL EXPERIENCE

Roscor Corporation, Mount Prospect, Illinois

2006 to 2011

Wisconsin Regional Manager

Responsible for sales of broadcast and AV products and systems integration as well as management of sales and operations of the Wisconsin office.

- Solicited and signed the largest AV design/build contract in region
- Achieved highest sales record ever for the region in 2010
- Responsible for personal sales and office performance
- Achieved a 100% increase in sales in the first year
- Planned and executed a plan to expand reach into new markets
- Responsible for hire/fire and performance of Wisconsin staff

QUARTZ ELECTRONICS, INC., Nevada City, California

2004 to 2006

North Central Regional Sales Manager

Responsible for sales and marketing of broadcast routing switchers and master control systems to broadcasters in the 14 state North Central Region and sales support throughout the US.

- Established Quartz as a leader in master control products through Midwest reseller channel
- Increased market awareness of Quartz
- Top regional sales manager for 2004
- Assisted in marketing planning and implementation for the US market
- Provided demo's, training and support to major network accounts

MIDWEST MEDIA GROUP, INC., Milwaukee, Wisconsin

2002 to 2004

General Manager, SplatCats Division; Regional Sales Manager 2002 to 2004
Responsible for sales and marketing of 3D, 2D graphics software and systems to animation, games, post production markets in twelve states. Also responsible for full line digital content creation, editing and streaming product sales for Minnesota and the Dakotas.

- Established an E-Store for sales of low margin, low cost software
- Developed a bi-monthly newsletter to targeted clients improving exposure with minimal cost
- Increased client contact in Minnesota markets through use of e-mail and targeted mailings
- Expanded territories for software products to consolidate marketing resources

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DISCREET, DIV. OF AUTODESK Chicago Illinois

1997 to 2002

Sales Manager, Edit & Jobnet

2001 to 2002

Responsible for direct and channel sales of NT editing system and 2gb storage area network solution in 14 Midwest states and Canada.

- Only sales manager to achieve target in first quarter of new product sales manager position.
- Re-aligned distribution channel to increase channel profits and product loyalty, resulting in 100% increased sales through channel.
- Refocused sales model, resulting in 250% increased revenue.
- Managed 2 application engineers (direct report) and 2 inside sales reps in various sales and demonstration functions to maximize customer service and product sales.

Sales Manager, Advanced Systems

1997 to 2001

Responsible for direct and rep sales of sophisticated effects, editing software and systems throughout the Midwest.

- Increased market penetration and unit sales by 200% in 3 years.
- Sold into all major and most secondary geographic markets, increasing market exposure to the product line.
- Instituted a rep training program increasing product knowledge and sales through the rep channel, providing a 50% increase in sales in the first 6 months.
- Managed 2 application engineers and 2 inside sales reps in various sales and demonstration functions to maximize customer service and product sales.
- Strategic/market planning and business consulting resulted in the successful partnerships

TEKTRONIX, GRASS VALLEY GROUP, Chicago, Illinois

1995 to 1997

Account Manager

Responsible for direct and dealer sales of broadcast video systems equipment (components to \$500,000 products) in various markets in the central states.

- Revitalized the distribution channel to provide substantial increase in "run rate" business.
- Opened relationships with broadcast clients in territories, resulting in expanded market acceptance.
- Established the Profile™ as the defacto video server in the territory, which exceeded product targets consistently.

VIDEO IMAGES, INC. (now AVI Systems), Brookfield, Wisconsin

1981 to 1995

Manager, Strategic Partners

1994 to 1995

Responsible for all manufacturer relationships, product training of sales staff and product evaluation.

- Consolidated and improved relationships with over 300 manufacturers and suppliers, shortening lead times and systems quality for the clients.
- Redirected the company's sales focus from declining video systems to the growing AV and presentation systems, assuring company profitability and new revenue sources.
- Increased profits through targeted supplier relationships.
- Expanded sales into teleconferencing and distant learning systems providing a growth path for the company.

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Systems Group Manager

1991 to 1994

Responsible for all systems sales, individual sales and project management in Wisconsin.

- Managed all systems sales for Wisconsin offices, closing approximately 80% of every major sales opportunity.
- Sold and managed the two largest systems projects at the highest gross margin in the company's history.
- Managed 9 sales reps (direct reports), engineering and installation staff.

District Sales Manager/Branch Manager

1985 to 1994

Responsible for sales management and individual sales performance.

- Managed and trained 6 sales reps and 2 sales support (direct reports), consistently exceeding
 office and individual sales targets.
- Expanded market into Chicago by selling 2 major accounts, providing revenue to open a fully staffed office in the market.

Sales/Account Manager

1981 to 1985

Developed accounts from a small territory into major account responsibility.

EDUCATION

BA, College of Speech – Emphasis: Broadcast Management, Minor: Business Administration Marquette University Milwaukee, Wisconsin

MA coursework (3 ½ years), College of Communication Marquette University, Milwaukee, Wisconsin

Coursework in various subjects: Milwaukee School of Engineering, Milwaukee Area Technical College and the American Management Association

ACTIVITIES AND ORGANIZATIONS

Alderman, City of Franklin, Wisconsin 2004 – present; 1998-2001. Active on various municipal boards. Sales and Marketing Executives, Milwaukee Society of Broadcast Engineers, Certified Broadcast Television Engineer MCA-I Media Communications Association Int'I Franklin Chamber of Commerce; Director, 1993; President, 1994-1997; Chairman, 1998 Forest Hill Village Condominium Association; Director, 1990-1993; President, 1993-1997

*Note: Franklin, Wisconsin is 65 minutes North of Chicago by car.

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