

Consistently Recognized Leader in Global Sales & Marketing Management, Distribution/Channel Management, Product Management & Branding, Business Development & Launch — a High Performing B2B Sales Manager and Product Marketing Expert with a Solid Technical Process Foundation

Consistent Record of Delivering Rapid Growth in Industrial Manufacturing and Sales Environments with Strategies that Build Competitive Position and Raise Market and Industry Leadership Stature

Innovative, entrepreneurial, customer-centric Senior Sales & Marketing Executive with Years of Success Leading and Growing Global Organizations, Traveling to Numerous Foreign Cultures

Known for Launching Industry-Transforming Game-Changing Products

Multiple Awards Won for Global Sales Leadership, Marketing Achievement, Technological Innovation, and Product Quality

Thought & Idea Leadership | Industry Trend Monitoring, Capitalizing | Global Product Branding | New Multiple Product & Line Development & Management

Highlights

- ❑ **Grew sales more than 10% YOY from \$42M to \$65M+ within five years**, leading a multicultural team of 37 sales managers selling through independent distributors in many countries worldwide [Rain Bird]
 - Expanded the international sales division by selling into untapped national markets such as Saudi Arabia and Pakistan while continuing to grow market share in baseline countries through sales team improvements
 - Expanded the international service division by leading the sales team to create and sell a packaged service offering both through sales team and distribution
 - Developed and rolled out a new CRM solution to the global sales and marketing teams with 100% adoption
- ❑ **Led the creation, development, launch, and worldwide release of a groundbreaking new control system that revolutionized the golf course irrigation industry, which grew to more than 40% of division sales**
- ❑ **Penetrated the Chinese market and posted three consecutive years of over 100% growth — finished with 80% market share**
- ❑ **Created and led a new business from concept to successful industry launch, posting steady growth through the first 8 months, leveraging industry contacts to grow pipeline from zero to over \$650K in value**

Areas of Expertise

Global Sales Management • P&L • Distribution Management • Product Lifecycle Management • Worldwide Distribution Network Management • Project & Program Management • Strategic Planning • Budgeting & Scheduling • Quality Control & Assurance, Troubleshooting • Tactical Marketing • Cross-Functional Team Leadership • Manufacturing Development • Accounting • IT • Strategic Partnerships • Customer Relationships, Retention & Outreach • Interdepartmental Communications • Cross-Selling • Processes & Procedures • Pipeline Development & Management • Pricing & Positioning • Marketing Collateral • Banking Relationships • Staff and Customer Training • Product Testing • Negotiations • Litigation Management • Hiring, Onboarding, Mentoring • 360 assessments • Inventory Control • RFP Bidding Process

Profile

- **A leader who works collaboratively across the organization** from Manufacturing to Operations, Finance to Sales, gaining a full picture of the broader enterprise from inside out, and Product Marketing to create lifecycle strategies, dynamic marketing programs, and new product launch strategies
- **Extensive international experience and knowledge** of the buying and selling practices of different cultures, in both offshore and domestic environments, deftly and concurrently leading both multifunctional and multicultural teams
- **Broad Multicultural Scope** — Worked and sold in more than 45 countries in Asia, Europe, The Americas, Middle East, and Australia – *China, S Korea, Thailand, Indonesia, India, Pakistan, Saudi Arabia, UAE, Oman, Turkey, Russia, Norway, Finland, Croatia, UK, France, Egypt, Morocco, New Zealand, Argentina, Chile, Uruguay, Brazil, Guatemala, Mexico, Dominican Republic, Puerto Rico, Trinidad/Tobago, Peru, South Africa*
- **Researched, selected, developed and rolled out** a new CRM system for the global sales and marketing team on budget and on schedule with full team adoption to manage project pipeline
- **Providing marketers with product engineering leadership and guidance** on what is needed to deliver a superior and impactful product, as in the example of the revolutionary control system cited above
- **Known for giving customers an uncommon touch and perspective**, applying skills in marketing and product management to create Voice of the Customer models
- **Record and reputation for successfully leading startup businesses** through initial growth phases while continuing to explore new opportunities
- **Expertise extending to the legal realm**, demonstrating ability to resolve customer, corporate and legal conflicts arising from product-related issues
- **Chosen to lead** Global Sales and Marketing for a \$110M division, growing 10% YOY
- **Established and sustained strategic partnerships** with multinational development companies, and industry specialists including builders and consultants
- **Served as General Manager of many new product lines** as well as with a portfolio of established lines including mechanical, software and electronics products
- **Expanded customer outreach** through field test locations and product installation, working with business owners, managers, and end users
- **Successfully managed and controlled a \$4.5M product development on a tight schedule**, on time with product release and avoiding overspend on design process

Leadership Character

- ☑ Personable, easygoing, wholly accessible, reliably diligent, decisive, willing to get hands dirty
- ☑ Ensuring teams have complete and proper training, knowledge and tools to succeed, and that customers receive all possible information needed to utilize products satisfactorily
- ☑ Strategic analytical thinker who can distill the most complex problems into what is needed to find solutions or win new business
- ☑ Willingness to dive into industry and trends, to evaluate performance of company and competition, to engage in dialog with senior leadership on impact of trends and help make the most rational decisions

Career History

Rain Bird Corporation - San Diego, CA / Tucson, AZ / Atlanta, GA 1998 – November 2018

Provider of irrigation systems, software and control solutions for golf courses worldwide.

Global Sales and Marketing Manager - Atlanta, GA (Home Office) 2010 - November 2018

- Led 37-member global sales team through four International Business Managers

Global Product Manager and Senior Product Sales Manager - Tucson, AZ 2004-2010

- Led new product development team of more than 50 engineers, outside contractors, and manufacturing / quality control teams in diverse regions, in guiding new control system from concept to production release

Senior Field Application Engineer Boston, MA 1998-2004

- Onsite service support at field locations in territories throughout the world facilitating use of sophisticated technologies by non-technical users

Technical Engineer Los Angeles, CA 1998

- Part of the original team to roll out global service technical support offering including phone support, product warranty replacement and parts exchange program

Golf Water, LLC - Atlanta, GA and Raleigh, NC Feb-Oct 2016

Startup Irrigation Design and Consulting Firm offering irrigation and replacement systems for golf courses, focused on both domestic and international markets

Principal and Co-Founder

- Managed development of a new company from the ground up including development of company structure, marketing, sales, prospecting, accounting, billing, and in-field design consulting

ComEd - Chicago, IL 1997

Energy Services Intern

Additional Employment

Head Coach, Men's and Women's Varsity Nordic Ski Team — Clarkson University 1996-1998

Professional Awards

- ☑ **Global Sales Leadership Award** — for engaging worldwide sales team and independent distribution team, improvements in communication and morale after chronic disconnect. Visited all territories and managers regularly, discussing global plans and goals which improved performance from 10% to 150% (Africa), 75-80% SE Asia, Mexico 50%, and increased overall sales results over the prior 12 months
- ☑ **Marketing Achievement Award – New Product Development** — for leading a new project-advancing Control System that reduced copper wiring 90% for higher profitability
- ☑ **Best Innovative New Technology Award**
- ☑ **IQ (I am Quality) Award** as Product Manager and Application Engineer

Education

Eller College of Management, University of Arizona - Tucson

Master of Business Administration (MBA)

Clarkson University - Potsdam, New York

BS in Interdisciplinary Engineering & Management

BS in Mechanical Engineering