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OBJECTIVE: Management Position involving Technical Sales/Marketing or Training

EXPERIENCE:

Oct 2006-
Present

Technical Sales & Marketing Consultant, Costa Mesa, CA

Major client: Unlimited Visions Inc, La Mirada, CA. Provided Product Marketing & Sales, Product Management, Strategic development, Sales Engineering and support. Hired as the key player to launch an entire IP product line. Took charge of nearly all Marketing efforts as well. Created all textual content for new website and template. Created/overhauled all Price Lists & Collateral material, including Data Sheets, Sales Binder, Application drawings and Product Comparisons. Competitive research

October 2003-
October 2006

Vigitron Inc, San Diego, CA, Western Regional Sales, & Marketing USA

Responsible for sales of Video-over-CAT5 products in the Western U.S. Region, and managed 7 Mfr's Rep firms. Created/overhauled all Price Lists & Collateral material, including Data Sheets, Brochures, Website, Product CD, A&E Specs, Application drawings and Product Comparisons. Established company's first CEU accredited Training.

Syac USA, Costa Mesa, CA/Trieste, Italy Director of Sales, USA

Responsible for creating sales with mature products in a extremely competitive field. Worked with OEMs and System Integration to increase sales with a complex Video Security DVR products and Software solutions.

May 1991-
Jan 2003

GYJR, Div. of Odetics, Anaheim/ SILENT WITNESS, Irvine CA (acquired 12-01)

Market Solutions Manager

Responsibilities are to expand growth into the Banking and Retail Markets for our products. Work closely with Sales on largest jobs to ensure best technical representation. Duties also included those listed below.

Applications Group Manager

Manager of Applications/Tech Support Specialists Group. Main responsibility is to make sure our associates and customers fully understand the capabilities, features and benefits of all Gyr products. Oversees, manages and creates training materials and programs. Work closely with Marketing to help draft/proof Marketing collateral. Active in helping to promote products and systems worldwide, including seminars at major trade shows. Also function as Sales Manager for select large accounts, as described below. First department to create own website. From Dec 96-Dec 98, my job title was **Sales Application Manager**; Focus includes: Product awareness, customer training and company spokesman for most industry seminars regarding Gyr products. Extensive international travel, to perform duties abroad and domestic. Also responsible for most aspects of sales management as follows:

Field Sales Manager

Manage sales rep force across the USA (Along with one other field manager). Responsible for most aspects of sales, by visiting customers, product demonstration, application engineering and pricing issues. **Average annual sustained growth of 20% per year 1991-1996.** Attend Industry trade shows, domestic and international. Contribute to product development, observe market trends. Perform annual presentations for industry-sponsored seminars and guest speaker bi-annually at University of Louisville. Author and update comprehensive sales/application manual and competitive comparison charts. Authored several technical articles published by our top industry magazines.

Mar 80-
Apr 91

ROBOT RESEARCH, INC., San Diego

Product Manager

Manage all technical communications with OEM customers, field and in-house training for factory reps, field product demonstration seminars. Competitive analysis and industry magazine articles for print, technical writing. Support factory reps on sales calls and work most trade shows. Support new product development and enhancement, liaison to Engineering. Consultation on advertisements, product announcements and spec sheets. Prototype evaluation and Project management. **Accomplishments: Project management of TS16 (5th in gross profits), retention of large volume customers when they were unhappy due to technical issues.**

EDUCATION: City College, San Diego. AA equivalent in Telecommunications (Radio/TV production).

Mesa College, San Diego. AS degree in Electronics. Graduated Jan 80

HOBBIES: PC, Online technologies, Video, Hi-Fi Audio, Music, Digital Imaging & Photography, Bicycling, Cooking