

## **BRUCE WAYNE ISSELBAECHER**

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### **SUMMARY**

Sales manager with 10+ years of success in developing new operations, increasing market share and managing key accounts. Developer of new concepts, practices, and training programs to improve company sales. Adept at utilizing and integrating technology into functional operations. Effective leader innovator and communicator.

#### **Core Skills:**

Sales Team Development	New Market Penetration	Process Improvement
Market Research	Call Center Management	Major Account Management

### **ACHIEVEMENTS & VOLUNTEER WORK**

Established a direct marketing apparatus for selling advertising within a local newspaper by constructing physical call center, hiring/training sales team without increasing payroll costs and creating warm prospect database after comprehensive market research in Western New York and Canada

Instrumental in establishing 600 employee inbound/outbound call center (hardware/software/telephony system installation and staff training) that achieved and held IDRC's #1 Ranking across North America for highest production and lowest cost per sale in marketing and servicing product line for Bell Atlantic.

Successfully launched new water filtration products by securing placement in national/international swimming pool supplier catalogs, featuring at trade shows and targeted marketing in healthcare sector.

Start-up of new enterprise that providing an outsourced marketing support services to insurance companies such as John Hancock, Mutual of Omaha, MetLife

As Vice President of Student Government played a major role in securing and location of ECC's \$30M Flickinger Center at Downtown Campus

### **COMPUTER**

IDRS, ICP, ACS, AM. DI, VAX, UNIX, IBM, WANG, FACS, CMG, CFMC, EIS, Meridian, Microsoft programs, DOS programs, D-Base, scheduling programs, accounting software, Lexis-Nexis, Acurrint, EDA, graphic programs and Multimedia programs.

### **EXPERIENCE**

- |  |                                |             |                |
|--|--------------------------------|-------------|----------------|
| NRG Home Solar   | <b>Senior Solar Specialist</b> | Buffalo, NY | 2015 - Current |
| <ul style="list-style-type: none"><li>Over 1.3 Million in sales in first quarter, helped hire/train/motivate 6 person crew, increased sales</li><li>Initiated partnership with Marketing team and developed exposure/sales through Expositions</li></ul> |                                |             |                |
| Earned International Travel awards in first 4 months, Punta Cana, Solar Devices and Bonuses  |                                |             |                |
| Combined Life Insurance Company of New York  |                                | Buffalo, NY | 2012 - 2015    |
| <b>Licensed Sales Agent for Life, Health and Accident Lic #: LA-1215290</b>  |                                |             |                |
| <ul style="list-style-type: none"><li>Earned \$30,000 club ring in first 13 weeks of working in the field.</li><li>Earned coveted pearl award selling \$24,000 in 4 weeks.</li></ul>   |                                |             |                |
| United States Department of Treasury   |                                | Buffalo, NY | 2003 - 2011    |
| <b>ACS Contact Representative - IRS</b>  |                                |             |                |
| <ul style="list-style-type: none"><li>Researched accounts, discovered errors, created installment agreements and managed refunds</li></ul>   |                                |             |                |

- Advised companies and taxpayers to take corrective measures to fulfill their tax responsibilities and to function in compliance with the IRS
- Worked in the Large Dollar Collections Department (\$100K to over \$1M per account)

Buffalo Jewish Review Buffalo, NY 2002 - 2004

**Advertising Sales Manager**

- Substantially grew advertising operation, increasing sales 500% in two years
- Recruited and trained a full sales staff to work with an ACT database

Final Filtration Inc. Buffalo, NY 1999 - 2002

**Vice President Sales**

- Developed a Marketing Strategy for the sales force and developed a workflow process to increase national and international sales.
- Created a successful strategy and metrics to decrease turn-around time for account receivables and set up the collection team policies and procedures.

Telemax Buffalo, NY 1997 - 1999

**CEO**

- Started and managed specialty company that provided marketing support to other firms particularly insurance companies.
- Created business plan, hired/trained new employees, handled accounting, payroll and government compliance.

IDRC Buffalo, NY 1995 – 1997

**Project Manager**

- Planned, developed and executed new and/or existing inbound and outbound programs on behalf of clients such as Bell Atlantic ISDN, LCI/QUEST, MRP, SPRINT, UPS, Penn Power & Light
- Assisted Call Center Manager in daily operations planning and General Manager and supervisor in strategic positioning and model development, technical resource optimization planning.

Smartline Amherst, NY 1993 - 1995

**Senior Superintendent Market Research**

- Instituted market research program utilizing EIS/GATEWAY/CMG/CFMC systems.
- Responsible for 48 workstations and over 100 employees and achieved the lowest company turnover facility (less than 2%).
- Ensured ethical standards and ran the Human Resource Department
- Ranked #1 facility with highest production/ lowest cost/sale.

**EDUCATION**

University at Buffalo

**B.S. Business Administration**

School of Management, Human Resource Management. Minor in Finance and Marketing

Erie Community College

**Associates Degree in Business Administration**

**ACADEMIC LEADERSHIP**

SUNYAB, Elected into the Senate, Responsible for a budget of \$1.8 Million

NYS Board of Trustees, Elected as a Representative to the University Council

**MILITARY**

United States Army, Fort Benning, GA SP4 Military Police, Criminal Investigation Department  
Honorable Discharge (No further military obligations)

**COMMUNITY SERVICE** Volunteer Income Tax Assistance Program (IRS Sponsored)

Habitat for Humanity Volunteer