

From: Mike Nelson
To: [Board](#)
Subject: Letter of Interest for School Board Position
Date: Wednesday, November 6, 2019 2:06:41 PM
Attachments: [cover.docx](#)
[Michael Nelson November 2019 resume.doc](#)

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Good day,

Please find my letter of interest and professional resume as application for consideration for the seat on the Board previously held by Mr. Stupine.

I very much look forward to meeting with you to further discuss.

Mike Nelson

To the Board of Directors of Abington School District,

Please consider this as my interest of consideration for the seat on the Board that has opened as a result of Mr. Stupine's unfortunate resignation.

As a resident of Abington Township for the past 23 years I can proudly say this community has made me feel as though I have lived here my entire life. A large part of that connection has come from the experiences of the interactions that have come as a result of my three children attending Abington School District. As they have made their way through Copper Beech, The Junior High and the High School, I have experienced a constant sense of community and caring for education and the individual. That sense of caring has encouraged me to apply for Abington School Board.

I believe that students must be met where they are and foster their passions and creativity to allow them to express their talents, find a means to learning that suits them and gives them the greatest possible opportunity to succeed while in school and then beyond. This is insured by providing the resources for our teachers to teach the child collectively and individually along with the resources to support them.

This is a critical time for not only Abington School District, but for public education as a whole. My business and professional background brings an expertise in working within the constraints of a budget to always do more with the resources available while understanding that the goals of today may not be the goals of tomorrow. My ability to lead change through open communication with all stakeholders has been formed through being central in a number of business mergers and acquisitions that have brought people from vastly different organizations together to meet a common goal. In this case the goal is the grow the child.

My experience in interacting with children comes not only from my own home, but in the hundreds of young soccer players I have had the joy of working with at Hunter Soccer Club and the countless others through my involvement with GYAC. My business background in leading and developing high performing sales teams, managing budget and people and meeting clients of all shapes and sizes positions me to not only oversee the business of the School District, but to be an excellent listener to those concerned residents of Abington Township. Additionally, I hold an MBA with a concentration in Business Strategy that will lend itself to the ever-changing needs of Abington School District.

My professional skills, along with my desire to see our school district not only maintain its current level of excellence but continue evolving to meet the changing needs of students and faculty, makes me an excellent candidate for the Board.

Mike Nelson

MICHAEL D. NELSON

Glenside, PA 19038

Senior Sales and Marketing Executive

20 - year career, producing exceptional results by improving process and financial position of my clients.

Extremely talented and recognized as visionary, decisive, and for consistently leading teams to propel sales above plan performance. Expertise includes establishing strategic alliances and building strong relationships with clients to deliver superior products and technical service, producing enviable bottom line results. **Achieved Prestige Club, Presidents Club, Sales Manager of the Year, General Sales Manager of the Year, and/or other awards for 11 consecutive years.**

Core Competencies include:

- New Business Development
- Channel Development
- Negotiations
- Business Planning & Execution
- Cost / P&L
- Process Improvement
- Strategic Planning
- Account Acquisition
- Market Analysis
- Project / Program Management
- Team Development & Leadership
- Product Marketing
- Territory Management
- Seminars & Presentations

PROFESSIONAL EXPERIENCE

Atlantic, Tomorrows Office
Office Technology and Business Integration Services

2015 - present

Regional Manager

- Manage and Grow Key Present Accounts in Pennsylvania
- Target and Develop strategic accounts for Technology implementation
- Design, Present and Implement Managed Services offerings

Keystone Digital Imaging, Horsham, PA
Office Technology and Business Integration Services

2013 - 2015

Major Account Managed Services Manager

- Manage and Grow Key Present Accounts
- Target and Develop strategic accounts for Technology implementation
- Design, Present and Implement Managed Services offerings

EXPERT TECHNOLOGY ASSOCIATES, Plymouth Meeting, PA
Telephony, Carrier and Data Management Services

2012 - 2013

Network Services Sales Specialist

Development, Design, Sales and Implementation of Unified Cloud Communications Platforms.
Analysis and Implementation of Data Carrier Services and Business Continuity Products and Services.

- Strategic Business Development.
- Zero Base Customer Opportunity specializing in Health Care, Education and Manufacturing
- Successful recruiting of 4 Channel Partners.
- Consultant for business growth team at ETA..

RICOH AMERICAS CORPORATION, West Caldwell, NJ
\$22B global leader in Color and Black and White Digital

1994 – 2011

Area Director of Sales (2010-2011)

Led the integration of Ricoh and IKON in the largest area in the U.S. Provided sales leadership for a \$20M market (4 sales teams comprised of 31 sales representatives). Key contributor in the implementation of Salesforce across entire organization and Oracle integration.

- Led growth in Harrisburg Area from \$1.3M to \$2.2M in one year.
- Implemented Structured Health Care, Commercial Print and Legal Vertical teams.
- Led office integration in two facilities in preparation for single, combined Sales Organization.
- Leader of Area Sales Manager Development and Share of Wallet teams.

Marketplace General Manager (2007-2010)

Merged an \$80M market comprised of 2 Lanier districts and 1 Ricoh market (eastern Pennsylvania, New Jersey and Delaware) to form 3 Philadelphia markets comprised of individual P&L centers with a single service umbrella. Provided sales leadership for a \$25M market (4 sales teams, 31 sales representatives) and direct line oversight of 40 service technicians, 3 field technicians and P&L management of the 3 markets. Key contributor in implementation of Salesforce and Oracle integration.

- Increased total revenues in marketplace from \$50M to \$65M within 2 years.
- Implemented Structured Major Account Program that precipitated an increase in major accounts revenue by 100% (from an average of \$210K to \$420K per month); utilized Contract Expiration Date discovery and team selling approach to accomplish these results.
- Reduced marketplace expense by 40% through efficiencies, negotiating lower lease and product costs, and reducing parts and training costs in service department.
- Improved customer retention from 84% to 89% by working closely with sales representative to better understand and meet customer needs to enhance the customer relationship.
- Sales Project Leader of Direct Alliance Printer Sales Initiative.

General Sales Manager (2003-2007)

Guided development and growth of \$10M, 4 county market area in Pennsylvania and Delaware. Led 3 sales managers, 24 representatives and 3 field administrator sin developing explosive growth and profits in sale and lease of equipment through strategic placement with large and small accounts. Led country in Strategic Product Sales for 3 consecutive years through implementation of "Lead with Color" initiative to drive Ricoh business color product sales.

- Achieved #1 status in Strategic Unit Placement for 2006.
- Recognized as top ranked GSM in Philadelphia 4 consecutive years.
- Member of Ricoh ***Prestige Club*** for 2006 and 2005; ***General Sales Manager of the Year***, 2005.
- Spearheaded sales team to achieve 100% increase in sales (from \$6M to \$12M) within 4 years.
- Chosen as only General Sales Manager to serve on the Ricoh Compensation Committee to represent feedback of peers on ways to fine tune the program to be a greater driver of sales.
- Led implementation of Salesforce CRM program nationally through collaboration with development team to provide enhancements specific to the Ricoh sales process and generate custom reporting.

Sales Manager 1999-2003)

Led team of 8 sales representatives in expansion of a \$4M market representing Savin and, later, Ricoh, in 4 primary counties in Pennsylvania. Successfully recruited, trained, mentored and retained top performing sales representatives that increased sales by more than 110% within 4 years. Advanced team's proficiency in technology and ACT! CRM expertise, leading to improved customer contact and improved sales. Presented expertise to Ricoh for utilization nationwide. Led increase in team revenue from an average of \$225K to average of \$500K per month.

- Ricoh ***Prestige Club*** winner for 2003.
- Savin ***President's Club*** winner for 2003, 2002, 2000, and 1999.
- Achieved the Savin #2 Sales Manager status for 2002 and 2000.
- Recognized as Savin ***Sales Manager of the Year*** for 2001.

Major Account Sales Representative (1994 – 1998)

Increased market share in a 2 county area by representing Monroe Business System prior to company acquisition by Savin Corporation in 1999.

- Recognized as the Fiscal Sales Representative of the Year for 1998 by attaining 189% of \$420K budget.
- Monroe President's Club and Sales Representative of the Year for 1997.

EDUCATION AND PROFESSIONAL DEVELOPMENT

MBA, Strategic Business Planning, Temple University Fox School of Business

B.A., Accounting, State University of New York at Plattsburgh, NY

Participated in Development and Instruction of Ricoh University Sales Management Development Training

Participated in Development and Implementation of Ricoh Compensation Programs 2002-2012

Charter Member Upper Dublin Business Networks International

Certified Document Imaging Architect (CDIA+)