

## SCOTT GOODSSELL

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### OVERVIEW

- Marketing Strategies & Account Development
- Using The Latest Technology & Media
- Business Development
- Creative Team Leadership
- Product Positioning & Branding
- Project Management
- Non-confrontational Closing Skills
- Sales Training & Support
- Effective Communication Skills at Any Corporate Level
- 15 Years of Management Experience
- Project Estimator

### PROFESSIONAL EXPERIENCE

#### GRADIAN INTEGRATORS, LLC-Daphne, AL

Business Development Manager/Account Manager 2012 – Present

- Sales & Marketing of industrial/commercial integrated security management systems
- Open up over 100 new industrial/commercial accounts in virgin market area
- Expanded client base by 15% in two years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction
- Closed on significant accounts: Airbus; USA Metals; Mississippi Power; Omega Protein and Vulcan Aluminum

#### DISOSAL RESOURCES LLC – Orange Beach, AL

Start Up Company/Partnership 2010 – Present (Part-Time)

- Invented new product for disposal of un-used medication for the home health care industry
- Developed three-year business/marketing/manufacturing progress plan
- Introduce and sold product to home health care facilities throughout the U.S.
- Applied for product and process patent and waiting final results
- Sold product to several large players in the industry such as Mayo Clinic Hospice; Kaiser Permanente Hospice and Chapters Health Systems
- Our Product is now sold through a exclusive distributor in 35 states

#### WORTHINGTON INTEGRATED BUILDING SYSTEMS – Division of Worthington Industries

Southeastern Regional Sales Manager 2007 – 2010 (Closed Division)

- Sales & Marketing of metal load bearing structural systems to the commercial & military construction market in the Southeast
- Sold over 8.5 million and ranked to sales manager for revenue in 2009
- Made first significant sale to major military contractor, opening up the largest market segment for company
- New Business Development
- Prospect scripting and generation
- Presentation and negotiation skills

**GOODSELL CONSTRUCTION INC – Gulf Shores, AL – Destin, Florida**  
**Operation 2003 – 2006**

- Managed and supervised over \$5 million in residential construction annually
- Marketed and sold over \$5 Million in residential homes and land in 2005
- Sourced and coordinated over 50 sub-contractors
- Directly involved with all aspects of project including project including property acquisition and land development
- Project designs and project management from inception to completion

**BULLOCK BUILDERS' INC – Florence, Alabama**  
**Sales Manager 1997 – 2002**

- Sales & marketing of residential and commercial buildings in Alabama, Tennessee and Georgia
- Recruited and trained all sales personnel in south division
- The southern division ranked #1 in sales, and profit five years running
- Developed annual advertising budget and selected media
- Involved in all pricing and new product development
- Managed several field crews for daily assembly of company product
- Accomplished and maintained profitable relationships with 85 customers

**GLOBAL FIXTURES INC**  
**Sales and Marketing Manager 1988 – 1997**

- Sales and marketing of store fixtures to retail and industrial customers in the U.S. and overseas markets
- Developed market, budget and business plans annually to drive sales
- Started with base of 600,000 and in six years annual sales of \$7.5 million
- Developed and coordinated six national trade shows each year
- Closed significant national account programs: Random House, sunset Publishing, General Electric Appliance Division, Wal-Mart, AAFES, American Wholesale, and Service Merchandise

**WEYERHAEUSER PAPER COMPANY – Lithonia, GA**  
**Senior Sales Representative 1983 – 1988**

- Sales and marketing of corrugated packaging material to commercial and industrial customers in the metropolitan area of Atlanta and North Georgia areas
- Closed on significant accounts: Wrigley Gum, Tyson Chicken, Mitsubishi, TDK, Glidden Paint, Vantage Products, Sears and DuPont
- Ranked #1 in new business sold in 1984 and 1986 in southern division

**EDUCATION**

University of North Alabama  
Bachelor of Science in Business Management

- President of Phi Gamma Delta Fraternity

**PROFESSIONAL DEVELOPMENT**

- WORTINGTON INDUSTRIES TIPS SALES TRAINING COURSE
- DALE CARNEGIE SALES TRAINING COURSE
- MEMBER – DAPHNE, AL CHAMBER OF COMMERCE
- PENDING PATENT FOR NEW PRODUCT