

PROFILE: Highly skilled, extremely motivated sales professional with a proven track record of achieving short and long-term goals in the Lighting industry

OBJECTIVE : To obtain a high level sales role within a progressive, goal driven Lighting Manufacturers Representative , where I can put my 20+ years of successful, solution strategies in the lighting space working with Specifying Engineering firms as well as Electrical Contractors

WORK HISTORY:

Keystone Technologies – Lansdale PA

Keystone Technologies is a 79-year-old lighting manufacturer with a full line of LED vertically integrated lighting fixtures LED lamps, downlights and LED tubes as well ,wireless controls.

September 2021 – Present

Director of Distribution Sales

Responsibilities include and not limited to :

- Manage five (5) Territory Managers covering over (15) states on the east coast and mid-central US.. making sure that company goals are managed and targets are met
- Work with Manufacturers representatives creating short and long term goals for their demographic and creating knowledge in new products that are launched
- Create programs and promotions that help in the launch of new products to help deliver a quick return on rollout
- Work with Product Management team to help develop new needed products to the portfolio
- Provide strategic feedback on competitors products as well as pricing feedback to stay competitive in the market place..
- Work with top level management and ownership at various electrical distribution to create a partnership and leverage Keystone as a key resource for all their lighting needs

September 2017 – September 2021

Territory Manager Distribution Division

Responsibilities included but not limited to :

- Managed a 7 state territory (CT, MA, RI, VT, NH, ME, NY, MI) and worked with (3) Manufacturers Representative companies delivering LED products to the marketplace.
- Trained Electrical distribution, Energy Services providers, and Electrical contractors on product offering showing new innovative, with ease of installation products that helped drive consistently growing territory
- Work with Design Build contractors , Energy Services companies, and end users to provide a best solution for specific applications, leveraging a heavy knowledge base in our products in most cases leveraging Keystone's Control strategies

Accomplishments while at Keystone : -

- In the role of Territory Manager, grew my specific territory an average of 38% annually
- Was named Territory Manager of the year in 2019
- Worked in conjunction with Product Development team on new controls platform
- As Director of Sales grew sales overall an average of 26% over a 2 ½ year period

Terralux, Inc / Sielo – Longmont CO – Ceased operations in 2017

Terralux , Inc a manufacturer of LED retrofit and wireless controls, minimally invasive, lighting control solutions encompassing true IoT platforms.

January 2016 – September 2017 – Ceased operations **Regional Sales Manager**

Responsibilities included but was not limited to:

- Overall growth of revenue through channel partners, including channel support for representative agencies, through distribution, Energy Services Companies, End Users and Design / Build contractors. Area of coverage was Northeast including MI, OH, IN, VA, DC, VA, NJ and NYC
- Work with agents to derive the proper revenue goals for their given territory coverage, Termination of agents who were not meeting expectations as well as hiring of new agencies as needed.
- Work within the Specification / Engineering space to get products leveraged into specific verticals

Accomplishments while at TerraLux :

- Exceeded 2016 quota by 15% and was 26% above new established quota for 2017 when company ceased operations.
- Promoted and closed largest revenue opportunity in company history with a very large University which integrated retrofit solutions as well as the wireless controls platform.

Revolution Lighting – Stamford CT

Revolution Lighting is a manufacturer of LED lighting for exterior / interior as well as wireless controls. Channel include manufacturers representative agencies, electrical distribution, and Energy Services companies

March 2015 – January 2016 **Eastern regional Sales Director**

Responsibilities included but not limited to:

- Overall growth of revenue stream for all of Eastern US through Rep Agents and ESCOs
- Hiring Key manufacturers representatives to support channel sales
- Work with Key ESCOs to leverage product into applications
- Work with Specification firms to get Revolution Lighting products specified

Accomplishments while at Revolution Lighting :

- Exceeded goals and quotas and in one year grew sales up 14%

- Worked with specifying engineers and closing a large city wide outdoor post light LED upgrade with full wireless controls platform (largest project in Co. history)

Solais Lighting Co/ Div of Power Secure – Stamford CT

Solais Lighting is a manufacturer of top tiered LED lamps and fixtures centered around its core competency of active cooling and high performance optics for the Retail high – end spaces.

June 2013 – February 2015 **Director of Northeast Sales**

Responsibilities included and not limited to :

- Starting a new division of Solais (ESCO) to help deliver new products to Energy Services companies to help drive best Return on Investments.
- Work with Key National accounts in the greater Northeast area to leverage products into existing buildings for sustainability, These included high end verticals Hospitality, Retail, and Higher Education spaces
- Work with Lighting architects and engineering firms to get Solais products specified

Terralux Inc, - Longmont CO.

Terralux is a manufacturer of LED solutions for niche applications with competency being thermal management of the LEDs helping prolong lumen depreciation

August 2012 – June 2013 **Eastern Regional Sales Manager**

Responsibilities included and not limited to :

- Overall growth of revenue stream throughout Eastern US and Canada
- Hiring and working with Key Manufacturers representation to leverage our solutions in the energy services and end user markets
- Create marketing campaigns to leverage overall sales growth of existing path to market

NEXGEN LLC – Middletown CT

Nexgen is a technology driven ESCO that services the ISO New England Area as well as ISO PJM Territories. The company provided energy solutions to large commercial, municipal and industrial accounts utilizing latest in technology solutions such as LED lighting and controls.

January 2009 – August 2012 **Director of Sales and Marketing and National Accounts**

Responsibilities included and not limited to :

- Overall sales and revenue stream to meet company and ownership expectations
- Managed at one point, (14) Outside sales team, (3) National Accts OSR
- Helped NEXGEN grow outside of existing territory to new programs within the NH, ME and PA markets
- Worked with Engineering to specify latest technologies for maximized efficiencies and worked on developing lighting control strategies as well as VFD load based solutions.

Accomplishments while at NEXGEN LLC :

- Helped introduce and worked with first controls systems put through Local utility programs utilizing daylight harvesting as a form of energy conservation
- Worked with and fostered a great partnership with WESCO distribution in the Northeast to help drive revenue..
- Grew the business 180% in three years

Yusen Associates – Woburn MA , Vanguard Lighting – South Windsor CT

Yusen Associates is one of the largest regional Manufacturers Representative firms in the Northeast. Represented Lutron, Universal Lighting Tech. TCP, Hubbell Lighting, Genlyte group, and Panasonic as well as smaller manufacturers.

June 2003 – January 2009

Connecticut Territory Manager

Responsibilities included and not limited to :

- Worked with electrical distribution in Connecticut for the products we represented. This included end customer sales support, Distributor sales team product trainings, stock and flow positions, group seminars and being liaison between manufacturer and distributor
- High end support for Lutron Commercial architectural and residential lighting
- Worked with Engineering firms to get our products specified
- Elected product Champion for Lutron and Universal Lighting

Accomplishments while at Yusen Associates :

- Named Outside Sales Representative of the Year for Large Markets – 2008 by Universal Lighting Tech.
- Named Vendor of the year for Electrical Wholesalers Vendor program 2007 and 2008
- Outside Sales person of the year for FireX 2006
- Grew territory substantially in my tenor at Yusen

Industrial Drives and Controls – Waterbury CT

I.D.C. is an electrical distributor, automation and engineering design firm, motor repair as well as ESCO services for industrially based companies in the greater Connecticut area.

January 1989 – January 2003

Outside Sales Representative / Sales Management

- General outside Sales for the greater Hartford and Litchfield counties
- Promote distribution products, engineering solutions and energy conservation

Education :

Porter and Chester Institute – Graduated 1983 – Computer Sciences and Electronics

Waterbury State Tech. College – 1985-1986 – ASEE 3.7 GPA

Institute for Professional Advancement – Graduated as a Certified Sales Professional (CSP)

NCQLP – Lighting Certified