

James B. Taylor

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OBJECTIVE	Sales / Marketing Management in a customer oriented, well trained marketing (sales & service) organization that is involved before, during, and after the successful introduction of any new or improved product.
EXPERIENCE	
2000 – Present	JVC Professional Products , Wayne, NJ (Hughes-JVC folded into JVC 1-1-00) Northeast District Sales Manager - Visual Systems Division. Sell Presentation Products to combined JVC and Hughes-JVC distribution of 60 dealers <ul style="list-style-type: none">Only salesperson to make or exceed sales quota through 10/31/00
1992 - 1999	Hughes-JVC Technology , Carlsbad, CA (Recruited by Hughes from GE) Northeast Regional Manager: Developed and manage region for new company introducing professional light valve video projectors (\$17.5K - 250K). <ul style="list-style-type: none">Only Regional Manager with technical skills to demonstrate all products unassisted.Demonstrated and sold over 350 ILA/D-ILA Projectors. Customers include IBM, AT&T, Texaco, ESPN, NBC, Foxwoods Casino, Boston University, Pfizer, Aetna, Viacom, West Point, Naval War College, JP Morgan Bank, MS-NBC, and many more.Developed and manage a dealer network which sells Hughes-JVC products in 9 statesCreate all demonstration computer graphics software for Hughes-JVC.Created Hughes-JVC price sheets, regional maps, competitive product matrixes, installation specifications, and other marketing white papers.
1994 - Present	InfoComm Projection Shoot-Out (for Extron / ICIA) Producer: 1994 - 2000 InfoComm Projection Shoot-Out graphics software and CD-Rom.
1984 - 1992	General Electric - Projection Display Products, Syracuse, NY Northeast Regional Manager - Sales of Talaria Light Valve Video/Data Projectors (\$50K-200K) and Imager CRT Video Data/Graphics Projectors ((\$3K-20K). <ul style="list-style-type: none">Demonstrated and sold over 150 Talaria projectors directly to fortune 500, Universities, US Government, Military, Staging Companies, TV Networks, etc.Developed and managed the Imager dealer network which included the top 2 Imager dealers in 1991.Designed and created graphics software for projector demos, trade shows and seminars.Conducted regional Video Projection Seminars (using my own computer graphics).Designed price sheets and specs for sales literature.
1978 - 1984*	One Call Video , Middletown, NY - President Video Wholesalers Northeast (Middletown, NY) - Vice President, Operations Video Wholesalers (Miami, FL) - Sales Manager
1977 - 1978	Mitsubishi (Compton, CA) Eastern Regional Sales Manager: Video (a new division) - Designed a marketing program and developed a dealer network in 37 states for their first projection television.
1975 - 1977	Advent (Cambridge, MA) Regional Sales Manager: Developed a dealer network for sales and support of the worlds first home projection television, the 7' Advent VideoBeam
1972 - 1975	General Electric - Aircraft Engine Group (Lynn, MA): Advertising Representative Coleman Company (Wichita, KS): Co-op Advertising Manager
EDUCATION	University of North Carolina at Chapel Hill: B.S. Business Administration 1971
PERSONAL	Married, 2 children, excellent health, private pilot, Minnesota Outward Bound School, Honorable Discharge - U.S. Coast Guard Reserve, 1977

* These three companies were under same ownership