

Walter E. Jones

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MARKET DEVELOPMENT | VERTICAL MARKETS | SALES MANAGEMENT

Director of Business & Market Development with twenty-seven years of experience in the material handling industry. A strategic thinker with the ability to develop standard work driving tactical execution. Possess a creative approach to sales and marketing with an innate ability to determine what clients really need. Excellent communicator who can express a corporate vision and goals both internally and externally.

CORE COMPETENCIES

- Product Portfolio Management
- Brand Awareness Creation
- Procurement Negotiations
- Product Development
- Consultative Sales
- Collateral Development
- Technical Training Leadership
- National Account Management
- Global Vertical Markets
- Voice of the Customer
- Lead Generation
- Forecasting, Planning
- Industrial Dist. Channel Mgmt.
- New Market Penetration
- Competitive Conversion

SELECTED ACCOMPLISHMENTS

- ❖ Led team that created crane procurement and service model for Caterpillar. Model focused on total cost of ownership, preventive maintenance protocol, and uptime and is currently being rolled out globally by CAT.
- ❖ Developed and presented single source value proposition to Industry senior management. Signed full line agreement with access to all products leading to an increase in sales of 100% to nearly \$X million in the first year of implementation.
- ❖ Secured preferred supplier status at Big Company as a result of corporate value presentation, generating a 40% sales increase.
- ❖ Signed preferred supplier agreement with Super division of Big Company as part of end user standardization program, generating \$XXXK in annual rigging products revenue
- ❖ Generated back-to-back years of 10-11% sales growth as national sales director for Company Division.
- ❖ Secured \$X00,000 in upcoming project work with Company's solar energy group with a highly engineered lifting system. Order was the result of a strategic initiative targeting alternative energy.
- ❖ Led team analyzing the offshore oil industry for a newly proposed rigging product. Surveyed customers and developed a comprehensive sales and marketing strategy for our executive committee. Product has initially generated \$X00,000 with conservative forecasts taking it to over \$X million in two years.
- ❖ Transitioned training team from a cost center to \$X00,000 in revenue within two years.

PROFESSIONAL EXPERIENCE

MARKETING CORPORATION

Director of Marketing, Charlotte, NC | 2010 - 2013

Expanded role included responsibility for product management, marketing, and training departments. Directed twelve business development specialists focused on end-user calls with product expertise divided between rigging and hoists and crane components. Traveled globally, calling on end-user vertical markets to gain a better understanding of regional standards, market trends, and decision-making drivers. Led product portfolio rationalization efforts when multiple brands were combined. Reported directly to the executive director of sales and marketing for hoist and rigging in North America.

- Structured new business development sales team focused on creating end-user pull versus traditional channel partner push model.
- Conducted end-user voice-of-the-customer surveys to determine key product attributes and preferences which were incorporated in future design criteria.

- Created standard work processes and project management model around targeted vertical market segments, establishing next steps, due dates, and accountability
- Recruited and hired a new social media specialist, developing a social media initiative with creative input on our blog, newsletter, and website.
- Created a problem/solution template for archiving of special applications to determine scalability and share best practices with field sales.

MARKETING CORPORATION

Corporate Director Business Development, Charlotte, NC | 2009 - 2010

National accounts role expanded to include all strategic account opportunities globally. Reported directly to the executive vice president.

- Key contributor to team leading significant transformation in go-to-market strategy as the company brought independent divisions together under a single sales and marketing organization.
- Facilitated numerous lunch-and-learn presentations targeting EPC (Engineering, Procurement, and Construction) firms, i.e., Bechtel, Fluor, CBI, and Jacobs amongst others. Initiative led to product specifications being written into future projects.
- Rationalized our product portfolio as multiple brands were brought together.

MARKETING CORPORATION

Corporate Director National Accounts, Charlotte, NC | 2004 - 2009

Accepted this new role designed to leverage the strength of the entire corporate product portfolio, targeting large footprint MRO supply accounts. Developed value propositions tailored to the specific needs of each target account. Presented to end user's and MRO strategic accounts corporate procurement teams. Reported directly to the chief operating officer.

- Leveraged the entire corporate product portfolio as a one stop source for hoist, rigging, and crane products.
- Coordinated closely with each division's business unit leaders on national account opportunities.
- Created collateral material and presentations around Company "floor to ceiling" hoist and rigging solutions.

MARKETING CORPORATION

Sales Director – Wadesboro, NC | 2000 - 2004

Managed and coordinated the sales and marketing efforts for hoist brands in North America. North American responsibility represented \$XX.XMM in revenue.

- Developed creative marketing and promotional efforts leading to consecutive years of double digit sales growth, more than any other division.
- Established market niche as the "crane builder friendly" hoist provider by driving strategic vision for Company.
- Established Company as the market leader for flexibility, technical knowledge, and a first-in-class customer service team.
- Hired new safety training specialist and initiated a new crane and hoist operator, repair, and inspection training program.

TECHNICAL SKILLS

- Proficient in Windows Office 2000 and Map-Point software
- Adept in utilization of inter-company business information systems

EDUCATION

Liberal Arts Degree, City University