

QUALIFICATIONS SUMMARY

Career Summary: Experienced Lecturer and Sales and Marketing Professional with 20+ year proven track record in Teaching, Marketing, Sales, and Marketing Management. Areas of expertise include:

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| * | B2B Marketing | * | Professional Sales Training - GSD Method |
| * | International Marketing and Sales | * | Customer Experience |
| * | Entrepreneurial Consulting | * | Higher Education Consulting |

AWARDS AND HONORS

- Co-Founder and Faculty Advisor for the Isenberg Sales Club (2015-present)
- Faculty Advisor for emerging Customer Relationship Management Student Club (2019-present)
- Invited to tour Israel to evaluate and consult with startup companies (2016)
- Product Manager Performance Recognition, Castrol (2001)
- Salesman of the Year, QualiChem (2012)
- Distributor of the Year, Nalco Inc. (2004)
- Salesman of the Year, Castrol, Inc., North and South America Runner-Up (1998)
- Performance award for contributions to corporate marketing initiatives, Castrol, Inc. (2002)
- Rookie Salesman of the Year, Castrol, Inc., North and South America (1995)

PROFESSIONAL HIGHLIGHTS

University of Massachusetts Amherst, Isenberg — Lecturer, 2015-present

- Teach Marketing 301 course, which is an introductory course focusing on the fundamentals of marketing.
- Constructed wholly original content for this course where students are taught in a highly interactive classroom environment utilizing a *Team Based Learning Approach*.
- The exciting new format provides students an opportunity to apply marketing concepts to current business cases which keeps content both current and relevant
- The team approach allows students to experience marketing, much like it happens in the “real world.”
- Serve as a mentor for several students on a wide range of business topics, including new business start-ups, career development, and internships
- Personally helped students attain internships (and in some cases) full-time positions at companies like Hubspot, LinkedIn, Tesla, Qualtrics, Pepsi, Oracle, and other fortune 500 companies.
- Co-Founder and Faculty Advisor for the Isenberg Sales Club. Heavily involved in supporting the Sales Club, which has grown membership from 4 to 50+ members in only four years! Guide the board on content and training activities. Travel with the Sales Club to competitions across the United States including the *National Collegiate Sales Competition* in Atlanta, GA, ICSC in Florida, as well as the NISC competition held at Bryant College.
- I teach Marketing 425, which is entitled “Sales and Distribution” in which students learn a sales technique I’ve perfected with over 25 years’ experience in professional selling and marketing. I arrange for executives from Oracle, Target Salesforce to join our class. Students get “real world” sales training which should serve them well regardless of which career they eventually pursue!
- I teach Marketing 301 in an online format as well each semester and have much experience improving the virtual learning experience.

QualiChem Inc. —Corporate Account Executive, 2015-present

- Consult for QualiChem Inc., a global manufacturer of metalworking fluids based in Salem, VA but with operations across the world.
- Conduct in-depth marketing analysis’ which are often used by the company to navigate through a host of issues as it relates to merger and acquisition activities.
- Travel to South America, Asia, and Canada regularly to provide marketing and sales expertise to these emerging markets. Spend much time supporting new business efforts in Singapore, Brazil, the Philippines, China, and Thailand.
- Responsible for corporate relationship development with global manufacturers including Boeing, Pratt and Whitney, Safran, and Linamar Corporation.

University Support and Workforce Development Program—Business Partnership Coordinator 2017- 2018

- On a part-time but year round position, I worked as a consultant to manage the implementation of Associate Degree Programs in Afghanistan, which is funded part by USAID.
- Made trips to Kabul, Afghanistan, where I developed training materials and presented to over 20 faculty members from Herat, Nangarhar, and Balkh Universities.
- Provided input on budgets for the program and identifying critical metrics of success.
- Hired and trained US College faculty to support this effort. I have recruited, hired, and trained three faculty members.
- Created customer experience surveys to determine how to best allocate funds to these universities.
- Received recognition from the Afghanistan Deputy Minister of Education for the high quality of content during a weeklong training session which I constructed and delivered content to over 20 Afghan faculty members.

University of Massachusetts Amherst, Isenberg –Adjunct Professor, 2011-2014

- Taught Marketing courses at Isenberg School of Management, including Marketing 441 (Fall 2011, two sections) as well as co-instructor of Marketing 301 (Spring 2014.) Received extremely positive feedback from students as well as other faculty.
- Arranged volunteer participation for 13 Isenberg Marketing majors at the Annual *High Speed Rail Association* Conference in New York City, resulting in valuable business experience for students.
- Recruited high caliber guest speakers for class, including Terry Molner (Board of Directors Ben and Jerry's) as well as international recording artist Chris Trapper.
- Mentored Isenberg students to help launch new businesses (Crowd Solar Inc. and Squirrel).

QualiChem, Inc. - Regional Manager 2008-2015

Joined QualiChem to expand New England sales and open new markets in New York, New Jersey, and Canada. Assumed marketing responsibilities, including the creation of promotional literature, press releases, and strategic partnerships. Appointed North American Team Leader, Tube Mill Sales, and Marketing team.

- Grew territory sales from 200K to 1.5 Million in three years.
- Promoted to Regional Manager and now cover entire Eastern USA and Canada.
- Recruited, signed, and trained distributors in New York, Massachusetts, New Jersey, Toronto, and Montreal.
- Obtained coveted product approvals from Boeing (Seattle), Hamilton Standard, and Pratt and Whitney.
- Secured strategic partnerships with multinational companies, including ChipBLASTER, Iscar, and Okuma.
- Launched and now manage new *Machining Efficiencies Marketing Initiative* involving use of high definition imaging to demonstrate value-added proposition.

RPM Products, L.L.C. -- Owner 8/04-1/08

Founded Distribution Company which carried QualiChem products, as well as other industrial items. Worked together with vendors to promote their brands that had previously low brand recognition in the northeast. Responsible for all aspects of the business, including marketing, sales, and accounting.

- Negotiated contracts with key suppliers.
- Launched successful sales and marketing promotions.
- Recognized as Nalco's "Most Outstanding Distributor" (2005)

Castrol, Division of British Petroleum - Senior Account Manager, Product Manager 1/95-8/03

Created and implemented a comprehensive turnaround plan that resulted in the rapid growth of a historically underperforming territory. Conducted extensive sales and technical training for a small distributor. As a direct result of these efforts, this distributor grew to become Castrol's second largest in North and South America. Cultivated relationships at Pratt and Whitney, which led to the signing of a multi-million dollar management agreement with

United Technologies Corporation (UTC). Sales efforts produced first new Pratt and Whitney approved product in a decade (by any manufacturer).

- Delivered 10-30% growth in three out of five years in sales territories located in severely declining markets with previously poor sales numbers.
- Invited to numerous customer corporate training seminars as a Guest Speaker including Barden Bearing, Pratt and Whitney, and Abbott Ball.
- Keynote Speaker at a seminar to train 88 UTC employees (Senior Managers, Union Representatives, and Consultants). Topics covered included best practice procedures for chemical management and environmental health and safety issues.
- Selected out of hundreds of account managers to lead Cross-Functional Marketing Teams designed to refocus the resources of the company. These committees included Aerospace New Business Group, Castrol Advantage™ Formation Team, and the Castrol Straight Oil Marketing Team.
- Appointed Interim Product Manager of Castrol's primary product line while simultaneously maintaining a sales territory. Commuted to Chicago for several months to fulfill duties.

EDUCATION & TRAINING

- Doctoral Level Course at UMass College of Education in 2017
- Professional MBA, University of Massachusetts, Amherst, MA, 2003
- Doctoral Level Course at the Isenberg School - UMass -2003
- Bachelor of Science, University of Connecticut, Storrs, CT, 1990