

Colin E. O'Connell

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SALES, MARKETING & PRODUCT DEVELOPMENT LEADER

Accomplished Sales Manager with the ability to drive top line sales growth and improve margins in a competitive market. Outstanding background of sales leadership in a corporate environment, consecutively managing sales teams, manufacturer's rep agencies, and multimillion dollar accounts.

CORE COMPETENCIES

Strategic Planning • Contract Negotiations • Sales Plan Development & Execution
Market Analysis/Trends • Sales & Training Presentations • Forecasting & SLOP
Sales Management • New Business Development • Major Account Management

PROFESSIONAL EXPERIENCE

AIR SYSTEMS COMPONENTS (ASC), Sanford, NC 2010 – Present
The market leader in commercial ventilation and air distribution products
A division of Tomkins

Vice President of Sales and Marketing – Trion IAQ (2010 – Present)

Manage the Sales & Marketing, Product Management and Engineering departments in the US and Europe. Direct three unique sales teams each responsible for different markets and distribution channels in North America, Europe, Middle East and Africa. Full P&L responsibility including planning & budgeting, SG&A management and Gross Margin controls.

- Formulated and executed positive organizational changes that reversed a declining sales trend and increased operating profits.
- Exceeded sales and profit targets each year and delivered double digit sales growth in a declining market environment.
- Developed better financial awareness throughout the organization that drove improvements in average sales price and gross margin numbers.
- Partnered with Manufacturing to reduce inventory levels by 50% while improving on-time delivery performance and ultimately reducing some product lead times.
- Managed SG&A expenses below budget while improving brand awareness and customer satisfaction levels.
- Restructured an underperforming Product Development team and initiated projects that exceeded sales and profitability projections.

MARLEY ENGINEERED PRODUCTS, Bennettsville, SC 2000 – 2009
The market leader in electric heating and ventilation products
A division of SPX Corp

Director of Sales – Industrial Products (2004 – 2009)

Managed the Industrial Sales Channel for North America. Directly responsible for the development and rollout of industry marketing campaigns and new product releases. Provided annual sales forecasts and managed the upside/downside risks associated with market trends, target accounts, and competitors.

- Reversed a declining sales trend and achieved year over year sales growth of over 20% for each of the following four years.
- Developed customer service pricing tools that reduced the quote turnaround time by 75%.
- Provided leadership roles in Lean Manufacturing Projects that lead to reduced operating inventory levels and improved on time delivery & fill rate statistics by 10%.
- US Patent D559,962 awarded in March 2008.

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PROFESSIONAL EXPERIENCE

MARLEY ENGINEERED PRODUCTS, Bennettsville, SC (cont.)

National Account Sales Manager (2002 – 2004)

Responsible for all national industrial distributor accounts including Grainger, McMaster-Carr, MSC, C&H, Fastenal, and IDG.

- Sales growth in excess of 30% driven by new account development, aggressive marketing programs, and a national sales blitz.
- Prevented the loss of a major account, cementing a long term partnership that resulted in over 50% annual growth in each of the following five years.

Product Manager (2000 – 2002)

New product development team leader responsible for the stage-gate process, marketing plan and material development, initial product roll out, and market acceptance.

- Identified process and design changes resulting in over \$1.2M in annual cost savings.
- Reduced past due levels and improved on time delivery levels through improved forecast accuracy.

SIEMENS BUILDING TECHNOLOGIES, Buffalo Grove, IL 1995 – 2000
A market leader in building automation systems

Product Manager II (1997-2000)

Responsible for setting the scope of product development projects and managing their market launch. Established new product design specifications, established and managed beta test sites, coordinated the development of training and marketing materials and managed marketing budgets and timelines.

Senior Technical Instructor (1995-1997)

Developed and delivered application specific training programs for Direct Digital Control (DDC) and Energy Management Systems (EMS), including system engineering and design, systems programming, and principles of troubleshooting.

UNITED STATES NAVY, Various Duty Locations 1986 – 1995
Machinist Mate First Class (Submarines) – Secret Security Clearance

Work Center Supervisor / Training Coordinator USS Frank Cable (AS-40), Charleston SC (1994-1995)

Directly supervised a section of 25 personnel in all facets of pump, valve, and system repairs to hydraulic, pneumatic, steam, air conditioning, and refrigeration systems.

Instructor, Nuclear Power Plant Operations Nuclear Power Training Unit: Charleston, SC (1991-1994)

Conducted training in the operation, maintenance, and repair of all mechanical systems onboard an operational nuclear power plant including; steam, pneumatic, and hydraulic systems.

Supervisor, Nuclear Power Plant Operations USS Alaska (SSBN-732); Bangor, WA (1986-1991)

Coordinated the operation, maintenance, and repair of all mechanical systems associated with the nuclear power plant; including steam, pneumatic, and hydraulic systems; high and low pressure air compressors, 175 ton R-114 A/C units, and fresh water distilling units.

FORMAL EDUCATION & MILITARY TRAINING

Bachelor of Science • General Studies, Excelsior College, Albany NY - 1995
Navy Nuclear Power Training Program (Mechanical Operator) - 1989
Navy Nuclear Grade Welding School - 1989
Quality Assurance Inspector School - 1990