

Cristian Tapia

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Senior Sales and Business Development Leader

Sales executive with 20+ years of experience leading business development, government contracts, and international market expansion in the manufacturing and defense sectors. Built multimillion-dollar pipelines, secured strategic alliances, and consistently exceeded revenue goals. Specializes in technical sales, market analysis, and strategic customer acquisition. Bilingual in English and Spanish.

Selected Achievements

- Captured new domestic and international accounts, driving substantial revenue growth and expanding market share. For example, the sales goal for calendar year 23 was 7,000,000 sales goal for calendar year 24 was 10,000,000. Both calendar-year sales goals were met.
- Forged strategic partnerships with U.S. military branches and foreign governments, securing high-value contracts.
- Extensive knowledge of ITAR, EAR, and related defense export control regulations, ensuring full compliance in government and international contracting.
- Spearheaded brand visibility through product promotions at major industry trade shows.
- Led and coached a high-performing inside sales team to consistently exceed annual sales targets.
- Designed and executed pricing strategies that boosted customer acquisition and improved market share.
- Maintained a 95% customer satisfaction rate by resolving critical client escalations.
- Represented the company in Japanese markets, achieving top sales associate recognition.
- Collaborated with Tier 1 aerospace clients, including Lockheed Martin, Boeing, and Safran to support technical product needs and strategic growth initiatives.
- Stay current with industry trends, competitors, and programs to identify new opportunities

Core Competencies

- Business Development & Revenue Growth
- Strategic Market Expansion (Domestic & International)
- DoD Contracts (DLA Internet Bid Board System)
- Defense, Aerospace, and Commercial Industry Expertise
- Trade Show Promotion & Branding
- Customer Relationship Management (CRM)
- Team Leadership & Cross-Functional Collaboration
- Technical Product Sales

Professional Experience

Woodbridge INOAC Technical Products

Business Development Manager | 2018 – Present

- Captured new domestic and international accounts, driving substantial revenue growth and expanding market share.
- Spearheaded brand visibility through product promotions at major trade shows (HALI-HELI-EXPO, Hercules Orion Conference, Foam EXPO, C-130 Technical Coordination Group (TCG))
- Forged strategic partnerships with U.S. military branches and foreign governments, securing high-value contracts.
- Aligned sales strategies with leadership objectives, consistently surpassing global sales targets.
- Work cross-functionally with sales, technical teams, and product managers to develop customized solutions for customers and launch new products aligned with evolving market needs. ● Supported programs for Tier 1 aerospace clients including Lockheed Martin, Boeing, and Safran.

INOAC USA, Inc.

Sales Account Manager | 2004 – 2018

- Led and coached a high-performing inside sales team to exceed sales targets annually.
- Designed and executed pricing strategies and market entry plans, boosting customer acquisition.
- Resolved critical client escalations, safeguarding major accounts and maintaining a 95% satisfaction rate.
- Delivered actionable market insights to product development, influencing successful product innovations.
- Served as a key customer service representative, managing client relationships and account support.
- Conducted on-site visits to customer facilities to better understand application needs and ensure satisfaction.

Crest Foam Industries

Customer Service Manager | 2002 – 2004

- Built and managed a customer service team focused on delivering exceptional client experiences.
- Resolved high-priority customer issues swiftly, preserving key client relationships.
- Represented the company in Japanese markets, earning top sales associate recognition.

Education

William Paterson University

Mathematics and Business

Languages

Bilingual: English and Spanish