

# Caleb Gosnell

Strategic Business Development | OEM Integration | Revenue Growth Leadership

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## EXPERIENCE

### **WW Coatings/ Weapon Works**, Burlington, NC *Director of Business Development*

June 2023 - PRESENT

Lead all OEM and distribution partnerships for WW Coatings, a high-volume Cerakote and laser imaging facility. Drive technical B2B sales and long-term program development across firearms, industrial, and various hardware sectors. Coordinate quoting, contracting, CRM management, and operations handoff to ensure successful integration of coatings into client production pipelines. Role includes direct ownership of new customer acquisition, strategic account growth, and cross-functional execution.

### **SilencerCo**, West Valley City, Utah *Southeastern Sales Representative*

March 2023 - June 2023

Managed B2B dealer relationships across the Southeastern U.S., supporting product education, fulfillment, and sales growth. Represented SilencerCo at national trade shows, engaging directly with retailers, media, and customers to build brand loyalty and drive demand.

### **SilencerCo**, West Valley City, Utah *Marketing Armorer & Event Coordinator*

April 2022 - March 2023

Managed national trade show logistics, booth operations, and product demos for SilencerCo's marketing team. Maintained full control of the marketing armory, including NFA item tracking and technical prep. Role demanded regulatory precision and strong customer-facing execution.

## Professional Development

### **Specialty Coffee** — *The early years*

Started as a barista at 18 and grew into a specialty coffee consultant, teaching advanced skills and helping new shops build profitable operations.

### **Career Change** — *The defensive move*

Relocated to Utah and joined SilencerCo, working up from customer service into Marketing through self-education and perseverance. Developed a passion for business strategy and technical sales.

### **Back to North Carolina** — *The long drive*

Returned to NC for family. Took a regional sales role with SilencerCo before being recruited by WW Coatings to build out their Business Development program from scratch. Currently leading OEM strategy and key account growth.

## SKILLS

### **Business Development:**

OEM Partnerships · Strategic Prospecting · Contract Negotiation · Revenue Growth Strategy · B2B Relationships

### **Operations & Sales:**

Quoting Systems · CRM Management · Pipeline Structuring · Sales Playbooks · Production Coordination

### **Industry Expertise:**

Cerakote & Coatings · Firearms Manufacturing · Silencers and NFA Items · Contract Manufacturing · ITAR Regulations

### **Communication & Strategy:**

Cross-Functional Alignment · Customer Retention · Executive Pitching · Market Expansion Strategy · Trade Show Planning

### **Tools & Systems:**

HubSpot CRM · Close CRM (team onboarding) · Microsoft Office Suite · Google Workspace · ZoomInfo (team onboarding) · DaVinci Resolve · Mac & PC Proficiency