

Clare Mary Archer

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Summary

Account Management, New Business Development, Negotiator, Team Builder, Continuous Improvement / Customer Advocate, Tradeshow Booth Design, Marketing and Copywriting. I love finding new arenas for business. Passionate gardener and animal lover.

Milcots LLC. Mahwah, NJ

National Sales Manager, Feb 2019 – June 2025

Milcots is a small manufacturer that designs and builds rugged displays and panel PCs for military applications.

- Established a new category of business (Nuclear Power Plants) delivered and managed new contracts including a Swiss based plant refurb and a domestic based for upgraded control rooms; additional future contracts in pipeline include additional domestic nuclear plant refurb and standalone modular nuclear plants.
- Built relationships with multiple key programs with Prime Contractor Program Managers and buyers including Lockheed, Raytheon, CACI, L3Harris, Northrop, Collins leading to additional contracts for new programs. Programs managed included THAAD, JPALS, D/ILARTS, SPECTRAL, IBCS, DM-SHORAD
- Created and delivered binding quotes for customer new design builds, utilizing both existing and new designs with engineering revisions winning contracts for multiple new customers including Anduril, CACI, KORD
- Overhauled RMA system, creating processes and increased revenue 250% from cost to profit center leading from \$323600 to \$818700 in 4 years. Created and negotiated fixed price repair contracts with GDEB, Sierra Nevada and Northrop Grumman.
- Liaised with internal departments (Quality, Purchasing, Shipping and Engineering) to provide customers with the best solutions. Resolved customer issues with a sense of urgency.
- Attended new trade shows and returned with intelligence reports and recommendations.
- Managed all aspects of trade show attendance (as exhibitor) including all logistics shipping and accommodation, designing and purchasing backdrops, registration, ordering in show accessories, planned out annual schedule and reviewed new events for attendance and exhibition.
- Created template and maintained standard price list for 125 + Milcots “customized” products allowing our products to be classed as COTS / commercial.
- Brought in multiple new contracts for named Land, Sea and Air Programs for domestic and overseas based Primes – Australia, Switzerland, UK, Spain, Canada, UAE
- Managed and wrote website updates and added multiple marketing blogs. Designed and created multiple new flyers, updating them and identifying specific products to match with military requirements (air, land, naval forces and refurb selling).
- Responded to all website enquiries identifying, prioritizing, distributing and following up leads.
- Managed all EOL/Obsolescence notices to customers. Created process and forms to handle most eventualities. Worked with purchasing and engineering to establish last time buys and Form Fit Function solutions and upgrade/refurbs.

Plastic-Craft West Nyack, NY New Business Development March 2016 – Nov 2018

- Created public and industrial quotes, opened and expanded new industrial niche groups: Theatrical and Advertising Fabrication that included TV shows, NYC Dept Store Christmas Window Displays, Advertising and Product Launches.
- State and Federal Contracts: Won company's first ever State contract North Carolina, they renewed the contract (twice) for 2 years. Won company's first ever Federal Contract supplying to the US Navy.
- Created marketing material, forged recurring contracts with new business sectors and expanded Pharmaceutical and Restaurant sectors.
- Designed new company business cards and marketing material.

Donan Engineering and Fire Investigation Louisville, KY (Remote) Regional Sales Manager NY and NJ Jan 2014-Dec 2016

- Opened (new to Donan) New York and New Jersey markets, supplemented new products and services into marketing material. Delivered and determined solutions to new customers, developed new niche business in University, Inland Marine Claims, Commercial and HNW Private Insurers.
- Successfully familiarized Donan Engineering and Fire Services to new markets generating over \$1M revenue in new business from local and international carriers.
- Created 120 accounts totaling \$2M in sales in less than 2 years.
- Organized Continuing Education open events for carriers and independent adjusters, utilizing Donan's SMEs; attended industry organizations, exhibited and sponsored company at trade shows. Created and designed new Donan industry trade show giveaways.

Streamline Inc Congers, NY Sales & Marketing Director March 2002 - Nov 2013

- Handled global sales accounts (UK, Australia, Middle East, South America) and created new major business with national accounts.
- Travelled extensively in the UK (London, Birmingham, Manchester) and China (Hong Kong, Yiwu, Shenzhen) visiting customers and factories, representing the company as a buyer at the International Canton Fair.
- Managed over 30 national accounts including the Container Store, Urban outfitters, Nordstroms, NY Metropolitan, Uncommon Goods.
- Wrote catalogue and product packaging copy for hundreds of products.
- Created and designed products and packaging.
- Curated gift lists for magazines and buyers.
- Provided new direction to a previously tween / throwaway gift company by opening up new business opportunities in mature markets (e.g. Container Store) which provided repeat business.

Skills and Certifications

West London Polytechnic - BA Business Studies

Yellow Belt Six Sigma Rochester Inst. Technology

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Salesforce).