

## SALES AND MARKETING PROFESSIONAL

Extensive experience driving technology sales growth through strategic sales and marketing initiatives within OEM, industrial, commercial, and consumer markets through multiple distribution channels including distributors, resellers, and eCommerce.

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## WORK HISTORY

- **LogTag Recorders – Vice President, North America** **2016 - Present**
  - Increased annual sales 147% YTD, targeting life sciences and food logistics, vaccine manufacturers, and other cold chain market sectors, including medical distribution and resellers such as McKesson, Amazon, and Grainger.
  - Recruited and managed a national distributor network, and had extensive direct relationships at target accounts.
  - Established relationships with senior executives at the CDC, the Association of Immunization Managers, the national Vaccine for Children (VFC) program, medical OEM, integrators, and clinical logistics companies.
- **Chair, Board of Directors, Keystone Human Services (Volunteer)** **2020-2024**
  - A \$250M comprehensive community-based services in the areas of intellectual disability services; mental health, autism, early intervention, family & children services.
- **Chairman, Board of Directors, Partnerships For People (Volunteer)** **2015-2021**
  - A 501(c) 3 non-profit, community-based organization servicing people with disabilities and other challenges, certified and regulated by the State of NJ. Acquired by Keystone Human Services in 2018.
- **SensoTech GmbH (Multiple roles)** **2013 – 2016**
  - **Applied Engineering Contractor (2015-2016):** After SensoTech relocated the sales function to the petroleum market in Texas, I continued with SensoTech as a Sales Engineer for Applied Engineering, a distributor of measurement and control solutions with product lines that included SensoTech, and other instrumentation and controls.
  - **General Manager, Americas (2013 – 2015):** Recruited to establish a North American presence for German-based SensoTech GmbH (50M €), a leading manufacturer of process instrumentation used by BASF, DOW, BMW, Pfizer, KRAFT, and recruited, trained, and managed a network of 75+ independent sales representatives.
    - Attained exclusive and tangible business partnerships at Pfizer, Dupont, BASF, Dow, and Kraft within 12-months.
    - Increased capital project bookings by 449% in 2013 and 194% in 2014, to \$3,500,000; increased sales revenue by 285% in 2013 and 1,917% in 2014, to \$500,000.
- **The Rader Group – Vice President** **2004 – 2013**
  - Co-launched sales, marketing and public relations agency in 2004; drove business development opportunities.
  - Executed contract-sales leadership projects for clients in diverse industries including electrical components, software, Web-based training, licensed business accessories, snack foods and other consumer goods.
  - Managed global health PR campaigns including an event at the U.N. and a celebrity fundraiser (with will.i.am of the Black-Eyed Peas). Developed websites and sales collateral programs, and placed stories in *The New York Times*, *The Wall Street Journal*, *Fortune*, *Wired* and on CNN, NBC News and NPR.
- **Early Career**
  - **Samsung Corporation – Vice President, Sales & Marketing**
    - Launched IT consumables into multiple North America consumer electronics channels and grew sales to \$6M.
  - **Kensington Technology Group – Vice President, Sales**
    - Promoted to sales leadership positions at Fortune Brands' ACCO and Kensington. Member of Kensington's Global Management Team that oversaw sales, product development and marketing; and member of \$1.1 billion ACCO North America's Management Team. Managed 35 direct-reports in sales, customer service, channel marketing; and 50+ independent sales representatives; and accounts including Apple, Dell, Ingram, Wal-Mart, Amazon, Target, Best Buy, Costco.

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## EDUCATION

- Stanford Graduate School of Business, Executive Education, Strategic Marketing Management
- Center for Creative Leadership, Leadership Development Program
- Lake Forest Graduate School of Business, graduate studies in finance and management
- University of Louisville, Bachelor of Science, Business Administration and Marketing