

GARY A. DICKINSON

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EXECUTIVE SALES AND MARKETING LEADER

Highly credible, dependable professional leader with over 20 years of results in Sales and New Market development, Team Building, Project Management, and Customer Service and Support.

P & L Management

Broad operational and P&L leadership in startups to **\$200 Million divisions**. Outstanding performance reviews at several positions. Staffs ranging from 3 to 70 people.

Project Management

Developed detailed project/pert chart timelines with major milestones to be accomplished and monitored – weekly, monthly, quarterly – to ensure on-time and within budget results.

Sales & Marketing Development

Designed and managed aggressive sales and customer service development programs – with results-oriented focus on high quality benchmarks.

People Development

Developed both individual and team-oriented goals and objectives – with **personal ownership** of areas of responsibility at all levels of the organization. Heavy communication implemented both “up and down” the corporation.

PROFESSIONAL EXPERIENCE

ABC AUDIO VISUAL SALES, LLC, Las Vegas

2003-Present

Vice President, Sales

Managed Sales and Marketing for Professional Display and Audio Video Dealer based in NV with 5 satellite offices throughout U.S. Major customers included hotel properties, secondary education, government, and small businesses.

Challenge: Develop from ground zero – a new division of an AV ‘rental’ dealer to resell (i.e., not rent) professional audio video products to both business and high-end consumer customers.

Sales/Marketing Development – Developed and implemented an aggressive sales/marketing business plan – identifying 7 target markets – with customized sales/marketing programs for each segment. Utilized web-page, direct mail, collateral, industry specific literature, telemarketing, and direct account calls. **Sales growth of \$300K in first 6 months, with continual 30-50% growth per 6-month period.**

Customer Service Focus – Developed and implemented a comprehensive customer support offering – including 24 hour, 7 day technical support and loaner program. Total top-down and bottom-up sales approach implemented. **Over 100 new accounts/hotel properties were closed with major account penetration (and loyalty).**

SONY ELECTRONICS, INC. (Texas and CA)

1991-2002

Sales Manager, Display Products

Managed Professional Display product sales within Western 14 states. Total dealer development, training, and market development funds usage, as well as major contract negotiation and performance monitoring.

Challenge: Develop and grow sales of a new target market – with both direct key accounts and indirect dealer accounts.

Sales Development - Successfully recruited and developed **over 20 new dealer partners** and several key direct accounts **in first 12 months with 300% sales growth over a 4 year period. Exceeded sales budget in 3 of 4 years.**

Market Development Manager

Managed 15 – 22 field product marketing/sales specialists in the Sony Business and Professional Audio Video Products group.

Challenge: Direct, motivate, and focus a team of “badgered” and highly stressed product sales specialists to achieve maximum sales/support performance and self-confidence.

Leadership – Jointly developed a personalized business/sales plan for each specialist – incorporating both sales and marketing priorities. Detailed milestones identified to be accomplished – while being monitored weekly, monthly, and quarterly.

People Development/Team Building – Incorporated the product specialists inputs into the total regional sales team – including regional budget/forecast planning, regional sales meeting training, and pro-active project management of their area.

Results - **Achievement of \$192 Million sales budget**, with several specialists achieving **top ‘national’ sales achievement awards** including Samurai Award trips. Team members’ self-confidence increased dramatically as a direct result of taking total ownership of their area. Many became leaders among their peers.

Senior Manager, Business Systems

Managed the growth of new business areas of Sony – BPG. Directed a Sales Manager with sales staff for F500 and Government sales, as well as approximately 6 –10 industry specialists (Security, Video Conference, Multimedia, Education, Mass Storage, Electronic Publishing & Photography).

Challenge: Develop and aggressively grow several new Corporate and Government target markets.

Market Analysis – Developed a detailed target market analysis for each business area – defining account profiles and action items for the appropriate sales professional – with measurable targets and milestones to be achieved.

Results – Achieved or **exceeded sales budget in 85%** of sales quarters. **Recognized as top 1% performer and was awarded the prestigious Samurai Award for top Sony Sales Management achievement. Achieved 180% of Key accounts** and Business Systems channel sales budget for FY94. **Over 50% of my Business Development Specialists and Corporate/Government Account managers achieved Samurai or Top Sales achievement awards for FY 93 and FY 94.**

Regional Vice President/General Manager

Directed the total Regional Sales and Operations for the Southwest Sales Region. Regional sales channels included: Broadcast, Production, Corporate-Fortune 500, Government, and Distribution. Additionally oversaw technical support and order entry operations.

Challenge: Inherited a new sales region of Sony that had been accustomed to in-fighting and sales channel conflict (indirect versus direct sales).

Team Building – Implemented several team-building programs to develop and improve internal and external communication among competing sales channel personnel. Sales roles and guidelines were defined to ensure one consistent and coordinated ‘voice’ and approach to the customer. Performance benchmarks were adopted to include “team” results in several areas. **Compensation programs were restructured and developed to award teamwork and synergy.**

Communication/Cooperation – Forecasting/sales planning/weekly staff meeting reviews were implemented and designed to encourage inputs and discussions from all sales channels and operations.

Results – **Achieved total regional sales budget (\$84Mil)** while undergoing complete restructuring of the sales/support channels. **Received Outstanding Performance review** from Executive VP of Sales for implementing a synergy-building management and sales team. Regional sales and sales management personnel grew personally and professionally by understanding their roles and the overall corporate strategy/big picture – as applied to their area.

NEC INFORMATION SYSTEMS (Gardena, CA)

1988-1990

District Sales Manager

Managed district sales staff of approximately 12 – 15 sales personnel and 1 branch sales manager – in the sale of PC's, minicomputers, and peripherals to computer dealers, VAR's, and corporate major retail chain accounts. District territory included Southern California, Southern Nevada, Arizona, and Hawaii.

Challenge: The sales region was not achieving proper sales levels in their retail and VAR sales channels. Recent staff reductions with no rehires were adding to poor performance, and non-productive activities.

Leadership – Established firm guidelines and priorities for each sales channel – including specific business planning by each account manager and their branch manager – identifying key accounts, their account profile and objectives, their marketing/co-op ad expenditures, inventory control measures established, increased communication and feedback with customers (with all levels of NEC involved – upper, middle, lower, technical support, service, etc.). Personal reviews with personnel on weekly, monthly, and quarterly basis, as well as several key account calls.

Results – **Achieved 91% growth in first year with over 64% growth in second year – while absorbing reductions in both sales and administrative staffing.** Controlled costs to 90% of budget.

LEAR SIEGLER, INC., Data Products Division (Gardena, CA)

1985-1987

General Manager, Sales Division

Managed all sales operations as Division was being liquidated. Directed operational and personnel phase-down plan as well as the sale of assets and inventory. Reported to Group Vice President (\$3Bil Corp).

Challenge: Manage the expeditious liquidation and phase down of the Data Products Division. Ensure corporate objectives were met or exceeded for sales, profits, and timeliness.

Leadership – Quickly established firm guidelines and priorities for the liquidation of the division, including the use of a third party barterer, as well as auctioneer. Also managed the direct sale of key inventory to existing large company resellers. Results **exceeded all key corporate objectives for sales, profits, and expenses** in a very short time period.

Manager, Special Products

Managed total worldwide sales of graphics terminal product line. Managed and qualified U.S. and worldwide distribution channels, training and management of LSI field sales force in closing new OEM and reseller accounts. Directed management of software and hardware support, documentation and marketing literature, sales contest incentives, distributor sales training, and other market development activities.

Challenge: After a new product line was acquired by Lear Siegler in the color graphics terminal market – there was an immediate need to develop a worldwide base of reps, dealers, and key end-user customer accounts – as well as appropriate marketing programs to drive and support such accounts.

Sales/Marketing Leadership – I quickly directed and managed the qualification of worldwide distribution accounts – establishing dealer and rep guidelines and business plans for each. Also developed and implemented a comprehensive training program for both Lear Siegler and dealer sales personnel – including collateral literature, software/hardware support documentation, competitive analysis, and sales contest incentives. Assisted the field sales force in helping to close key end user accounts, as well as directing engineering and manufacturing in implementing additional product enhancements and features.

Results – **Exceeded sales budget by over 20%** while completely launching a new product line business worldwide.

EDUCATION

Master of Science in Industrial Administration (MBA) - Purdue University

Bachelor of Science in Mechanical Engineering - Purdue University