

RONALD R. EGAN

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Senior Sales Executive

With superior product knowledge and razor-sharp focus on customer business drivers

Hands-on **technical product specialist** with proven track record of **business turnaround**, new **business development**, **key account growth**, and 12+ years of experience in the **automotive industry**. Consistently leverage R&D to **create product demand** and **sell solutions**. Establish strategic alliances with **key account decision makers**, earning **exceptional influence**. Domestic and **international expertise** with broad business acumen.

- *key account management • marketing and product promotion • space optimization*
- *international customer relations • customer service and retention • technical sales training*
- *sales forecasting • negotiations • engineering • project management • MS Office • MS Project*

- Identified and developed new business channel resulting in **100% closure rate** on all proposals over three-year period generating **\$50 million in residual revenue**.
- **Led 180° turnaround** resulting in **best financial performance** in company history.
- Recognized **sales superstar** tasked with developing and implementing **corporate sales strategies** and disseminating throughout entire company.
- **Eliminated competition** through influencing engineering design to provide **tailored solutions** aligned with customer requirements.
- Created **brand loyalty** through delivering outstanding customer service and consistently **exceeding expectations**.
- Managed a **\$10-million** division.

~ Absolute faith in product lines and earning customer trust result in extraordinary persuasive ability. ~

PILOT AUTOMOTIVE, INC., City of Industry, California

2006 – Present

Eastern Regional Sales Manager/North American Sales Manager

Recruited to manage national accounts for OEM (original equipment manufacturer) side of business. Quickly earned high level of trust and confidence of Executive staff. Tapped to intervene in wholesale business, assuming responsibility for **Eastern U.S. wholesale accounts**. Unprecedented tenure **exceeding** all sales **goals** for both divisions, while managing two full-time roles.

- Influenced Keystone Automotive decision to extend their distinguished **Diamond Vendor** award (an honor reserved for the top 12 among 800+ vendors) to Pilot.
- Exercised initiative to **uncover a problem** at Harley-Davidson earning the right to submit a proposal. Delivered **tailored solution** fulfilling customer needs and wants, resulting in five new programs and approximately **\$1 million in annual sales**.
- Consistently earned “**OTC Excellence**” award, Harley-Davidson’s **highest** tier supplier **rating**.

AES AUTOMOTIVE, INC., Grosse Pointe, Michigan

2005 – 2006

National Sales Manager

Concentration on design, engineering and supply of automotive lighting, electrical, and electronic components. Customers include OEMs, Tier One and second stage manufacturers of motorcycles, heavy truck, vehicle importers, and distributors.

- Developed plan to **streamline** order **processing** and increase **speed to market**.
- **Negotiated** vendor contract and implemented EDI system **including ASN** (advanced shipping notice) eliminating need to invoice.

HELLA, INC., Peachtree City, Georgia

1998 – 2005

Sales Division Manager, Motor Vehicle Manufacturers

Managed **\$10 million** annual sales division dealing with domestic, import vehicle, motorcycle, and heavy truck manufacturers. Recognized authority in **eliminating** the **competition** and winning **high-profile** accounts such as **Chrysler** and **Ford**. Built strong **brand loyalty** through selling **value** and **benefits**.

- **Within first two years** secured three headlamp programs resulting in **\$50 million in residual revenue**.
- **Exceeded 10%** annual **sales growth** for **eight consecutive years**.
- **Grew Chrysler** account from **\$0 to \$1 million in annual sales** in three years.
- **Closed 100%** of truck headlamp programs quoted over a **three-year period**.
- **Expanded** automotive accessory business from **three manufactures** to more than **20 programs with 15 manufacturers**.
- **Identified by executive staff** as subject matter expert to **develop corporate sales strategy**.

M.A. INDUSTRIES, Peachtree City, Georgia

1990 – 1998

Sales and Marketing Manager

Serviced global and domestic key accounts. Led **turnaround** for failing organization. Accepted a voluntary salary reduction to minimize organizational impact. Developed and implemented new sales strategy. Willingness to assume risk rather than leave the organization demonstrated loyalty, leadership, vision, determination, and ability to deliver.

- Identified opportunity and **closed largest single sale in company history**.
- Successfully lead company in **180° turnaround** from near bankruptcy **to most profitable year** in company history.
- **Drove increased sales** by establishing **joint venture** with manufacturer of complementary equipment, offering customers complete turn-key options.
- **Created residual sales** through offering complete package solutions.

CHEMDAN CORPORATION, Arcadia, California

1990 - 1990

Technical Marketing Representative

- Exercised initiative to develop marketing collateral resulting in **increased sales**.
- **Earned substantial increase** in base compensation tied to sales performance.

Education

BS, Marketing, Southern Illinois University at Carbondale, 1989
Technical concentration with 2+ years of mechanical engineering course work