

# Colin E. O'Connell

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## MARKETING, CHANNEL DEVELOPMENT & SALES LEADER

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Accomplished Sales Executive and business leader with a proven track record of driving sales growth through New Product Development and Sales and Marketing initiatives. Demonstrated ability to successfully lead Marketing, Product Management, Engineering and Sales teams. Diverse background in Commercial, Industrial and Residential channels.

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### CORE COMPETENCIES

Strategic Planning • Market Analysis • Marketing Program Development & Execution  
New Business Development • Financial Management • Forecasting & SIOF  
Sales Management • Contract Negotiations • Major Account Management

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### PROFESSIONAL EXPERIENCE

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**Pottorff**, Fort Worth, TX

2016 – 2018

A leading manufacturer of commercial dampers and louvers, specializing in fire and life safety damper products

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#### **Vice President of Sales and Marketing** (2016 – Present)

Led the Sales and Marketing, Product/Brand Management and Customer Service teams. Managed and expanded a multi-branded sales strategy in the Mechanical, Residential and Architectural markets.

- Doubled Net Income by reviewing and correcting market pricing issues, identifying Gross Margin issues through cost analysis initiatives and supporting companywide efforts to improve overall efficiencies in both SG&A and manufacturing.
- Implemented sales initiatives that took market share from our competitors and provided year-over-year growth rates that were double that of our respective market.
- Identified a previously unserved market for existing products and successfully developed and executed a branding and marketing strategy to penetrate it.
- Led the Marketing team through increasing marketing activities with improved trade show participation, case study development, print advertising and web presence that increased web traffic and grew product specification rates that drove record sales volumes.
- Led the effort to identify underperforming market territories and worked with the Sales and Marketing team to focus our efforts there, successfully doubling sales in each.
- Responded to complaints regarding the Customer Service team's timeliness, accuracy and responsiveness by restructuring the team and setting clear expectations for each role. The result was a reversal from complaint issues to praise for the CS team from across our Rep network.
- Worked closely with Manufacturing to achieve and maintain a 98% on-time delivery metric.

**AIR SYSTEMS COMPONENTS (ASC)**, Sanford, NC

2010 – 2016

The market leader in commercial ventilation and air distribution products  
A division of Johnson Controls, Inc. (JCI)

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#### **Vice President of Sales and Marketing – Trion IAQ** (2010 – 2016)

Leadership of the Marketing, Product/Brand Management, Engineering and Sales departments in the US and Europe. Overall responsibility for Marketing and Sales initiatives in the Commercial, Industrial and Residential wholesale distribution channels made up of direct, indirect, OEM and Military accounts. Full P&L authority including planning & budgeting, SG&A management and Gross Margin controls.

- Led the development and launch of marketing and new product initiatives in the commercial and industrial channel that generated year over year sales growth rate of over 50%.

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## PROFESSIONAL EXPERIENCE

- Successfully planned and executed positive organizational changes that reversed a declining sales trend and increased profitability.
- Partnered with Manufacturing to reduce inventory levels by over 50% while improving on-time delivery performance and reducing lead times.
- Managed SG&A expenses below budget while improving market share, brand awareness and customer satisfaction levels.

**MARLEY ENGINEERED PRODUCTS**, Bennettsville, SC  
The market leader in electric heating and ventilation products  
A division of SPX Corp (SPW)

2000 – 2009

### Director of Sales – Industrial Products (2004 – 2009)

Managed the Industrial Sales Channel for North America. Directly responsible for the development and rollout of industry marketing campaigns and new product releases. Provided annual sales forecasts and managed the upside/downside risks associated with market trends, target accounts, and competitors.

- Developed and executed marketing programs and new product launches that resulted in four consecutive years of sales growth in excess of 20%.

### National Account Sales Manager (2002 – 2004)

Responsible for all national industrial distributor accounts including Grainger, McMaster-Carr, MSC, C&H, Fastenal, and IDG.

### Product Manager (2000 – 2002)

New product development team leader responsible for the stage-gate process, marketing planning and material development, initial product roll out, and market acceptance.

**SIEMENS BUILDING TECHNOLOGIES**, Buffalo Grove, IL  
A market leader in building automation systems

1995 – 2000

### Product Manager II (1997-2000)

Responsible for setting the scope of product development projects and managing their market launches. Established new product design specifications, established and managed beta test sites, coordinated the development of training and marketing materials and managed marketing budgets and timelines.

### Senior Technical Instructor (1995-1997)

Developed and delivered application specific training programs for Direct Digital Control (DDC) and Energy Management Systems (EMS), including system engineering and design, systems programming, and principles of troubleshooting.

**UNITED STATES NAVY**, Various Duty Locations  
Machinist Mate First Class (Submarines) – Secret Security Clearance

1986 – 1995

**Work Center Supervisor / Training Coordinator** USS Frank Cable (AS-40), Charleston SC (1994-1995)  
**Instructor, Nuclear Power Plant Operations** Nuclear Power Training Unit: Charleston, SC (1991-1994)  
**Supervisor, Nuclear Power Plant Operations** USS Alaska (SSBN-732); Bangor, WA (1986-1991)

## FORMAL EDUCATION & MILITARY TRAINING

**Bachelor of Science - General Studies, Excelsior College, Albany NY**  
**Navy Nuclear Power Training Program (Mechanical Operator)**  
**Navy Nuclear Grade Welding School**  
**Quality Assurance Inspector School**