

William B. Heywood

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Top Producing Sales Professional with strong presentation, negotiation, and sales closing skills. Deliver outstanding customer service. Excellent analytical and organizational skills; meticulous, professional, articulate. Qualified for client interaction at all levels. Delivered consistent revenue growth through expertise in

- ◆ Sales Planning and Strategy
- ◆ Sales Forecasting
- ◆ Key Account Relationship Management
- ◆ Consultative Solutions Selling

Professional Experience

Arrow Grinding, Inc. • Tonawanda, NY 2008-2009,
2002-2005

Vice President Sales & Marketing

Managed all sales and marketing activities, including developing sales forecasts for individual customers and implementing strategies to achieve greater market share.

Accomplishments:

- Increased revenue in 2003 and 2004 by 20% and 12%.
- Responsible for content and positioning of the web site to maximize key word searches using Google and Yahoo.
- Worked with estimating, manufacturing, and prospects/customers to get a better understanding of market trends.
- Responsible for publishing an article in The Buffalo News about increasing employment by 18%.
- Worked with Kevin O'Neil of WIVB Channel 4 to be a featured company on Wake Up!
- Contacted national trade journal (Cutting Tool Engineering) to have two articles written about parts that Arrow Grinding manufactures.
- Published three articles in Business First highlighting exceptional revenue growth.
- Published four times in Jeffrey Gitomer's weekly e-mail "Sales Caffeine".

SR Instruments, Inc. • Tonawanda, NY 2005-2008

Vice President of Business Development

Managed all sales and marketing activities, including developing sales forecasts for individual customers and implementing strategies to achieve greater market share.

Accomplishments:

- SR Instruments, Inc. had record revenue for the months of June, July, August, November, and December of 2006.
- SR Instruments, Inc. had record revenue for the months of January, February, and July of 2007.
- SR Instruments, Inc. sets new revenue record for fiscal year 2007.

- Responsible for landing a major new account that utilized the existing product, facility, and personnel resulting in a 30 percent increase in sales for fiscal year 2008 for the medical line.
- Responsible for adding options to the existing product line that resulted in immediate sales across the entire dialysis line. This was accomplished in one month.

MedSource Technologies, Inc./Hayden Precision Industries • Orchard Park, NY

Vice President/General Manager

1997-2002

Responsible for all facets of the business, including sales and marketing, operations, human resources, finance, and new business ventures. Created business plans and oversaw steady growth for this manufacturer of small precision medical parts.

Accomplishments:

- Responsible for improving customer's lead-time by setting up a 100,000 class clean room and becoming certified to ship finished product directly to their warehouse for final distribution.
- Responsible for landing a major new account that utilized the existing clean room facility and personnel resulting in a projected 15% increase in sales for fiscal year 2001.
- Personally involved in annual growth by 35% of largest customer.

Vice President Sales and Marketing

1994-1997

Managed all sales and marketing activities, including developing sales forecasts for individual customers, implementing strategies to achieve greater market share and designing /conducting national sales and advertising campaigns.

Accomplishments:

- Coordinated trade show participation at major Medical Design and Diagnostic shows in Los Angeles, Minneapolis, and New York.
- Nearly doubled net income as percentage of sales in one calendar year.
- Increased annual sales in 1996 by 62% by keeping pace with customer growth.
- Managed primary customers responsible for generating the bulk of growth and profitability.

Production, Inventory Control & MIS Manager

1989-1994

Tracked all customers' orders as to work-in-progress to ensure on-time delivery. Oversaw all personnel scheduling, production activities and MIS operations.

Education

Rochester Institute of Technology, Rochester, New York
Bachelor of Science – Computer Science