

# FRANCIS E. (CHIP) SKOP, JR.

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## SUMMARY OF QUALIFICATIONS

**Executive Manager** with twenty years of experience building/leading high performance teams and enhancing all facets of company performance, including sales, marketing, operations, accounting, administration, and finance.

### **Industry Experience:**

Information Technology, Energy, Chemical, Manufacturing, Medical, Packaging, Automotive

### **Leadership Expertise:**

- Strategic Planning
  - Business Development
  - Staffing/Training/Development
  - Executive Finance
  - Forecasting/Budgeting
  - Sales Process Deployment
  - Organizational Leadership
  - Strategic Partnering
  - Marketing Strategy
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## PROFESSIONAL EXPERIENCE

### ATTO TECHNOLOGY, INC., Amherst, NY

December 2009 – October 2010

*A privately held developer and manufacturer of storage connectivity hardware and software products serving IT vertical markets that include data processing and storage, media and entertainment, education, government, and engineering/ scientific research.*

#### **Director – Marketing Programs, Channels, and Strategic Alliances**

Directing a team of fifteen employees responsible for marketing communications and programs, channel and international sales, and strategic alliances and partnering, directly engaged with the execution of marketing programs, strategic planning, business development, budgets, staffing and development.

- Exceeded FY 2009 channel revenues by 13%, and achieved the highest Q3 channel revenue total in ATTO history.
- Implemented Strategic Account Plans and dashboards with the channel and international sales teams to identify growth opportunity, develop focused action plans, and measure progress toward achieving critical measurable milestones and goals.
- Launched the revamped ATTO web store, generating increases in revenue by 108% and visitors by 77%.
- Led team that developed and implemented ATTO Media Center, creating and posting corporate videos, tech solutions briefs, success stories, and white papers.
- Implemented social media campaign through twitter, facebook, flickr, and YouTube to extend ATTO visibility, accessibility, and brand recognition.
- Key member of the executive strategic planning team charged with analyzing market opportunity, developing strategy that includes revenue and technical partner programs, identifying channel and OEM account targets and potential strategic partners, and redefining the sales and marketing organization.

### ELECTROCHEM SOLUTIONS, GREATBATCH, INC., Clarence, NY

2008 - 2009

*A \$78 million producer of high performance batteries and sensors serving medical, oil & gas, military, environmental safety, and communications markets.*

#### **Vice President - Sales & Marketing**

Leading a team of sixteen employees, directed sales and marketing of the Electrochem Solutions business, including sales, marketing, strategic planning, business development, budgets, staffing and development.

- Integrated, restructured, and streamlined three sales organizations into a single sales team, reducing head count and operating expenses while growing revenue from \$52 million in 2007 to \$79 million in 2008.
- Executed pricing and product cost review initiatives to improve gross margins in excess of 7% in primary and secondary battery and sensing solutions product groups.
- Exceeded 2008 gross margin targets by 12%.
- Oversaw marketing campaign to rebrand Electrochem Solutions from Electrochem Commercial Power.

*A \$10 million regional designer and distributor of engineered fire suppression systems and industrial safety products.*

**President/General Manager (2005 - 2008)**

Directed a team of thirty-eight employees, managed profit and loss, and led operations of the \$10 million Lane business unit, including strategic planning, business development, strategic partnerships, sales and marketing, finance, accounting, budgets, HR/staffing and development, and overall business performance.

- Secured long-term contracts with key accounts representing gross margin improvements exceeding 9%.
- Streamlined and refocused sales organization reducing related operating expenses by 22% and increasing gross margin by 6% in 18 months.
- Initiated integration of the Lane business unit into the western New York Red Hawk Security business unit of United Technologies to fully leverage redundant variable and fixed overhead cost centers and activities and increase gross margins and operating income for both business units.

**Engineered Systems Manager/Business Development Manager (2000 - 2005)**

Managed sales, marketing, and key accounts for the \$1.1 million engineered systems group, and business development activities for the Lane business unit, including strategic planning, business development, strategic partnerships, forecasting, pricing strategies, budgets, and staffing and employee development.

- Grew the engineered systems group 40% while improving gross margin by 32% from 2000 to 2005.
- Integrated new sprinkler service product offering that grew from \$0 to \$210,000 in three years.

*A \$40 million world leader in the manufacture and design of active packaging components such as desiccants, spill control products, and oxygen and odor absorbers for automotive, electronic, pharmaceutical, food, medical/ lab, and consumer markets.*

**Marketing Group Leader (1998 - 2000)**

Managed a team of four marketing professionals with responsibility for the marketing and key account activities for the entire \$40 million Multisorb operating unit, two related business units and multiple product lines. Handled strategic planning, new business development, strategic partnerships, product development, distribution strategies, corporate image building, public relations, trademark development, advertising and promotions, forecasting, pricing strategies, budgets, and staffing.

- Managed the creation and startup of the Multisorb's automotive market focused strategic business unit with FY 2000 sales exceeding forecasted plan of \$11 million by 12%.
- Oversaw the Visteon/Halla/Autopal contract negotiations resulting in the receipt of a four-year contract worth \$4.4 million annually exceeding gross margin expectations by 7%.
- Developed concurrent marketing and sales strategies for Active-Pak Automation, a machine building strategic business unit with sales forecasted at \$1.3 million for FY 2000.

*A \$120 million operating unit that manufactures and distributes highly engineered gas control equipment.*

**Marketing/Sales Manager (1996 - 1998)**

Sales and marketing executive with responsibility for the entire \$120 million Sherwood operating group consisting of four major product lines. Oversaw strategic planning, sales/marketing/distribution strategies, marketing liaison to due diligence acquisition team, public relations, advertising and promotions, product development, budgeting, staffing and employee development of 25 person department.

- Replaced the Sherwood Vice President of Marketing and Engineering while increasing sales from \$60 million to \$120 million from 1996 to 1998, exceeding plan by nearly 40%.
- Redefined distribution channels in 3 major product lines, increasing sales by \$5.1 million, \$4.9 million, and \$500,000 in the three lines in one year, exceeding anticipated revenue returns by \$2.5 million.
- Managed the creation and spin off of the \$11 million Sherwood Scuba startup in 19 months.
- Managed the transition of the Sherwood Sales and Marketing group to new corporate management, reconfiguring staff and consolidating redundant functions, reducing the budget by \$832,000 versus plan.

**Product Manager - LP Gas Equipment (1994 - 1996)**

**Product Manager - Life Support Equipment (1991 - 1996)**

**Assistant Product Manager - Compressed Gas Equipment (1987 - 1991)**

Francis E. (Chip) Skop, Jr.

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## EDUCATION

CANISIUS COLLEGE, Buffalo, NY  
**Masters of Business Administration**

ST. BONAVENTURE UNIVERSITY, Olean, NY  
**Bachelor of Business Administration**

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## TRAINING/DEVELOPMENT

AMA Executive Finance Symposium; Stephen R. Covey, Leadership Symposium; Dale Carnegie, Leadership Training; Dale Carnegie, Professional Development Training; Arizona State, Thunderbird School of International Business; Leadership Niagara, Leadership Development Consortium