

Craig A. Haynes
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Marketing / Business Development Manager with proven ability to manage key account relationships and large-scale projects. Builds customer relationships with a commitment to customer focus and service. Ability to lead direct reports as well as cross-functional teams. Experienced with presenting to senior management, and representing senior management in discussions with others in the company.

CORE STRENGTHS

Creative & Strategic Planning / New Business Development / Budget Creation & Tracking /
Networking / Brand Consistency / Market & Competitive Research / Project Management /
Analytical Skills/ Tradeshow Management / Consultative Sales / Training

PROFESSIONAL EXPERIENCE

MARKETING / BUSINESS DEVELOPMENT MANAGER

Titan Wrecking & Environmental, Kenmore, New York (2007 – 2010)

- Created private sector marketing plan, which resulted in a \$59 million opportunity pipeline in the pharmaceutical, petrochemical and power generating markets
- Transitioned prospect marketing efforts to email marketing, created e-newsletters resulting in 25 % open rate and 13% click thru rate
- Directed press releases and promotion of May '09 implosion resulting in national air time on Fox News and CBS News
- Developed marketing literature to reinforce brand and ensure consistency
- Designed and directed creation of new website, edited site for updates, resulted in a 15% increase in average monthly visits
- Managed all tradeshow activities, including booth design, show selection, logistics, and lead follow up
- Researched target markets, identified key organizations, represented company nationally, networked, and established relationships in new markets.

DISTRICT SALES MANAGER

Chief Automotive Systems, Grand Island, Nebraska (2002-2007)

- Increased sales by 24% in Western New York while rebuilding customer relationships following Chief's elimination of area distributors
- Added the Kent Automotive line in 2005, as an Independent Agent to manufacturing and automotive repair industries
- Increased Kent sales in territory 100% over previous year, and account base from 12 to 75 accounts
- Conducted computerized frame measurement classes for vocational schools
- Prepared value propositions for company owners and managers
- Trained customers in proper equipment usage and system analysis

NATIONAL SALES MANAGER

Taber Industries, North Tonawanda, New York (1998-2002)

- Developed strategic marketing plan and implemented annual marketing budget
- Called on OEM and national accounts to develop relationships
- Initiated communication and support program to strengthen network of 53 independent sales representatives, keeping them up to date on product specifications and capabilities
- Researched industry publications, selected advertisement placement, and created ads
- Set up contact management database to track account sales activities and measure effectiveness of marketing programs
- Teamed with engineering staff at tradeshow, and in writing equipment manuals
- Directed cross-functional team in market assessment and managed product development programs

SALES / MARKETING MANAGER

Novon International Inc., North Tonawanda, New York (1997-1998)

- Developed international and quantity based pricing schedule, increasing gross margin by 15%
- Represented company at tradeshow and exhibitions
- Authored press releases and editorials for trade publications

SALES MANAGER / EXPORT MARKETING MANAGER

Rigidized Metals Corp., Buffalo, New York (1988-1996)

- Created annual forecasts and marketing budgets, set regional and market sales targets
- Directed sales and marketing programs increasing sales from \$4 million to \$7.2 million
- Brought export sales program in-house, established department pricing, procedures, and expanded international distribution network increasing international sales by 76% (\$379,000) over four years
- Designed and managed creation of marketing literature
- Created “fabricated metals” product line, working with engineering department to evaluate customer drawings and determine project pricing, resulted in higher margin products for the architectural markets
- Created position development agenda and utilized it to train new employees

EDUCATION

State University of New York at Buffalo, Buffalo, New York	MBA
Clarkson College, Potsdam, New York	BS Business
Clarkson College, Potsdam, New York	BS Mathematics

COMPUTER SKILLS

Microsoft Office, Lotus Notes, Salesforce, ACT, SalesLogix, Goldmine 5.0, SitePro