

KEITH H. WALDRON

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EXECUTIVE LEVEL MANAGER

Leadership professional with diverse experience in executive and sales roles for a leading distribution company. Recognized for the ability to identify and foster growth of top talent by creating *synergy* within organizations. Positive, energetic, and empowering manager with a proven track record of team building and training that has led to increased profits and company loyalty. Strategic planner and analyzer who has developed and implemented successful short- and long-range profit and value enhancing initiatives. Goal-driven innovator, delivering positive results in business development and account management following acquisitions.

CORE COMPETENCIES

- Staff Coaching & Mentoring
- Building Strategic Alliances
- Contract Negotiations & Development
- Customer-Centered Processes
- Market Research
- Operational Analysis & Management
- Productivity Improvement
- Policy Formation
- Budgeting, Forecasting, P&L
- Networking & Relationship Building

PROFESSIONAL EXPERIENCE

Volland Electric Equipment Corporation, Buffalo, New York, 2004 – 2009

An electric motor repair company with 100 employees and \$16 million in sales.

Sales Manager and OEM Product Specialist

Charged with training and developing the sales force while satisfying a two-year contract following the acquisition of Dynamic Control Solutions, Inc. (DCS) in 2004. Continually strive to acclimatize former DCS employees to Volland's objectives, policies, and procedures.

- Educate employees on effective methods of selling to original equipment manufacturers (OEMs), providing effective communication, networking, and closing techniques.
- Oversee the sales cycle of a team of 25 representatives; focus efforts on constructing a cohesive team that is motivated to exceed revenue targets.
- Ensure entire sales staff possesses a working knowledge of DCS products by conducting weekly group and daily individualized training sessions that outline benefits and technical aspects of the entire line.
- Strengthen the outside sales force by identifying and building on the positive qualities of the team, driving the group to work toward a common goal.

Dynamic Control Solutions, Inc., Amherst, New York, 1988 – 2004

A wholesale electrical distribution company; formerly Lang & Washburn Electric, Inc.

President

Manager and key account sales executive for a company that provided industrial electrical products and value added services to the Buffalo and Rochester, New York regions. Led organization to grow from \$3.9 to \$5.6 million. Directed the company's expansion from 17 to 25 top-producing employees. Developed major accounts, the sales force, and administration.

Dynamic Control Solutions, Inc., continued...***Executive Leadership***

- Secured exclusive distribution rights with manufacturers, which resulted in increased sales margins and profits.
- Recruited and hired all staff through a talent evaluation strategy, which ensured that every new employee was an excellent fit for the corporate culture, had a proven history, and was skilled in the areas necessary to excel in the position.
- Increased competitive edge by providing each staff member with the tools and support required to optimize performance. Each employee was able to operate autonomously, while still actively participating in a team-centered environment.
- Continually worked to maintain stability in a challenging economy by preparing a feasible annual budget and managing profit and loss.
- Established a training division and built a presentation room that proved to be a primary resource for staff and management.
- Decreased costs for Moog, by implementing Lean Manufacturing (Kaizen) to streamline Shipping and Receiving. Program was delivered in conjunction with Moog trainers.
- Directed the acquisition of a Rochester-based company, including sourcing the purchase, communicating with the owner, negotiating, developing strategy, and delegating the tactical processes.

Sales Management

- Built solid, long-term relationships and successfully developed vendor-managed inventory agreements with General Motors, Bethlehem Steel, Ford Motor Company, and other industry leaders.
- Created a fee-based training program that improved the delivery of customer education on products and potential applications, increasing sales opportunities and revenue.
- Developed the growth and stability of an inactive account base; brought revenue to \$1.3 million in annual sales in five years.
- Drove sales through the design and implementation of numerous marketing initiatives, including a company website, marketing materials, and advertising.
- Increased sales by 10% each year, exceeding goals and poising company for acquisition.

E D U C A T I O N

Canisius College, Buffalo, New York

Bachelor of Science in Business Administration

V O L U N T E E R E X P E R I E N C E

Director, Cherry Hill Club, Ridgeway, Ontario 2005 - 2008
Past Chairman of the Board, Gateway-Longview, Williamsville, New York, 2004 - 2007
Past Co-Chair, American Cancer Society, Relay for Life in Kenmore, New York, 2002
Past President, Rotary Club of Kenmore, New York, 2000 - 2001
Past Chairman of the Board, Longview Niagara, Buffalo, New York, 1993 - 1995
Past Director, Buffalo Canoe, Point Abino, Ontario, 1987 - 1989
Vice President -House League- Amherst Youth Hockey 2008-2009