

DAVID P. JOHNSON

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SENIOR SALES PROFESSIONAL

LIGHTING CERTIFIED (LC)

National Sales – Product Management – Business Development – Project Management

More than 15-year record in the lighting industry with background in all phases, including lamp construction, managing high-profile, Fortune 100 OEM and B2B accounts. Led sales teams of 50-60 people—up to 15 direct reports. Strengths in long-term relationship building, consultative sales strategies, and product migration.

THE 80% CONVERTER:

Combining precision-targeting, in-depth needs analysis, and expert product knowledge to consistently convert 80% of prospects, increase margins, and exceed quotas.

Thrived in industry's most challenging sales environment (A.B. Lighting) with highly complex go-to-market method selling to all cross-disciplinary project members:

- Navigating complex, multi-year project cycles from concept to finalization.
- Negotiating with and selling to government organizations (including DOT) and municipalities.
- Driving margin growth while building legacy accounts for premium brand—up to \$1M in revenues.

Proficient in Dodge Reports (marketing and sales research), and CRM software, i.e. Goldmine, Lotus Notes, and Pivotal. Advanced skills in Chief Architect and AutoCAD-based photometric construction and design.

- Hold bachelor's degree in Economics -

EXPERIENCE & ACHIEVEMENTS

A.B. LIGHTING, Davenport, IL (telecommuted from home office) 2002 to 9/2007
(International leader in lighting solutions for industrial, emergency, and outdoor applications.)

Factory Sales Engineer – Lighting

Hired to manage high-growth southwest Illinois territory. Targeted specifiers, architects, landscape architects, consulting engineers, and interior lighting designers.

- **Maintained 80% conversion rate**—exceeding most peers, drawing upon solid experience, accurately identifying, targeting, and selling to realistic markets/customers.
- **Tripled number of specifiers approached**, previously unaware of A.B. Lighting brand.
- **Grew account from zero to \$400K in 3 years, capturing 20% yearly sales increase while establishing legacy accounts:**
 - Realized margin of 5-8% higher than peers on premium brands having minimum set margins.
 - Sold to and coordinated all stakeholders within process/project: from engineer, contractor, distribution, and end-user.
 - **Secured initial sales and established legacy accounts** with Certco, Owens Corning and Rock Valley College Library (indoor lighting); and Sun Prairie, Beloit, and Evansville, (street lighting), **delivering combined \$1M- in revenues.**

	2003	2004	2005
Revenue	\$300K	\$400K	\$500K
Increase	+5%	+8%	+5%

GETTERS INTERNATIONAL, INC., Provo, UT

2000 to 2002

(Global leader and pioneer in commercialization of getter, gas purification, and trace impurity analysis technology for industrial applications.)

Applications Engineer**Drove revenues, reengineered service processes, and added new third-tier, niche-market customers.**

Representative clients included Fortune 100s such as Osram Sylvania, Philips, GE, and Venture (OEM lamp manufacturers). Teamed with physicists and engineers to match product solutions to clients' high-speed manufacturing needs in ISO 9000/14000 environment. Developed sales and rollout plan for patented products throughout North America.

- **Delivered growth from \$1.8M to \$2.16M** (20% sales increase) during economic downturn
- **Transformed service processes** to highlight technical product advantages, performance increases, and cost savings, resulting in successful acquisition and outsourcing of Osram Sylvania's getter/giver processes business.
- **Migrated first-tier clients from older to newer technology 6 months ahead of schedule:**
 - Converted 2 of the "Big Three" lighting companies to new product and delivered \$1M+ in annual sales from Philips (\$200K+ increase from \$800K).

INDEPENDENT MANUFACTURERS' REPRESENTATIVE

1990 to 1999

(Managed sales efforts for companies in refractory metals, industrial ceramics, and lighting industries.)

Sales Engineer / Product Consultant / Product Manager

Managed existing B2B and OEM accounts and acquired new business using multi-channel prospecting, telemarketing, and cold calling strategies. Performed market research as basis for new product development recommendations to management. Served as corporate representative at seminars, conferences, and trade shows. Supervised up to 10 sales representatives.

- **Seized \$2M in revenues** in 8-state Midwest territory by building sales of emerging, high-tech products for GTE Sylvania.
- **Rocketed territories from the ground up to \$1M+ in annual sales** in 7-state Midwest region within 8 years with several product lines.
- **Shortened order lifecycle time from 2 weeks to 4 days** by implementing regional inventory plan.

EDUCATION, CERTIFICATION & AFFILIATION**Lighting Certified (LC), 2006**

National Council on Qualifications for the Lighting Professions (NCQLP)

Bachelor of Science degree in Economics, concentration in HR, Labor, and General Business

UNIVERSITY OF ILLINOIS, Chicago, IL

- Secretary/Treasurer: Illuminating Engineering Society of North America (IESNA), Ashton Section, since 2006
- Industry contributor to Wisconsin Focus on Energy lighting incentives program guidelines.
- Member: Greater Ashton Chamber of Commerce.