

Charles N. Lofton

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SUMMARY

Accomplished executive with a record of success at planning, developing, and implementing programs for both products and services that deliver dramatic increases in sales and profits. Recognized for achievements in management, marketing, and sales. MBA.

MANAGEMENT

- Assumed P&L responsibility for a used-equipment business and drove operation from less than \$1 million in annual revenues to \$9 million while increasing margins from 12% to almost 50% in a 2-year period. Transformed business from brokerage operation to full buy / rebuild / upgrade / sell organization.
- Managed program to refurbish discontinued product that resulted in \$2.8 million in revenue, then closed sale for restarting product line, achieving new-equipment sales of over \$10 million.
- Created full remanufacturing business through expanding products from "as is" resale to fully remanufactured equipment for 3 major product lines.
- Directed marketing communications, including trade-publication relations, plus planned and managed advertising, trade shows, and regional marketing and technical exhibitions.
- Led sales and marketing initiatives worldwide, exceeding financial objectives every quarter and achieving gains as large as 160% of plan.
- Managed technical training, plus upgraded sales capability of 100-person field-sales organization responsible for selling 5 major product lines.
- Negotiated contracts, closed sales, and managed staffing and implementation of over 110 service and support contracts with major international customers, with scope of contracts ranging from periodic service calls to over \$4 million in value. Dramatically improved business-development presentations to prospective customers as well as sales engineers' and service engineers' follow-up activities.
- Won award for "Best Performance Over Quota for Regional Sales Manager."
- Extensive experience recruiting and training personnel.

MARKETING

- Full marketing responsibility for both existing and new electronic products:
 - Defined strategies and programs, then managed implementation to attain goals.
 - Planned and managed advertising and promotional programs.
 - Performed competitive analysis and market research.
 - Conducted pricing studies and set new pricing schedules.
 - Oversaw design and production of collateral materials.
 - Managed new product launch.
 - Planned and coordinated exhibits at trade shows.

SALES

- Won numerous awards for achieving significant sales gains at major accounts, including IBM, Motorola, Texas Instruments, Defense Mapping Agency, Veterans Administration, and Digital Equipment Corp.

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- Managed 5 of 9 North American distributors, growing business of each by 10% and exceeding division's sales growth by 5%. Concurrently, expanded market share from 46% to 55%.
- Strengthened distributor network by terminating underperforming accounts and hiring / training replacements.
- Successfully developed and implemented team-selling approach that was adopted division-wide.

EMPLOYMENT HISTORY

Semiconductor Processing, Inc., Mt. View, CA. 1997 - 2003

Business Manager - Remanufactured Equipment Business, Worldwide. 1999 - 2003

Sales & Operations Manager - Value Added Products and Services Division. 1997 - 1998

E.I. DuPont de Nemours and Company, Wilmington, DE. 1978 - 1996

Western Distributor Manager - Printed Circuit Materials, Western U.S. & Canada. 1994 - 1996

Product Manager - Electronics Department, U.S. & Canada. 1990 - 1994

Personnel Consultant - Electronics Department, Wilmington, DE. 1988 - 1990

Sales Specialist, Photo Products Department, Southern U.S. 1985 - 1988

Field Sales Representative, Texas and Georgia. 1978 - 1985

EDUCATION

MBA, Wilmington College.

BS, Business Administration, University of Delaware.