

BRAD PARKS

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PROFICIENCIES

BUSINESS DEVELOPMENT & MARKETING MANAGER - SALES MANAGER

Brand Management / Market Research / Product Management/ Demonstrated Sales Growth

Sales and marketing professional with a proven track record of consistently driving results that support essential business goals and objectives. End-to-end experience in the sales and marketing process; extensively familiar with selling and marketing to independent distributors, planning and leading new product introduction teams, executing marketing plans and programs, success in analyzing and pursuing vertical markets. Demonstrated leadership skills; capable of building and leading cross-functional, high performing teams. Strong verbal and written communication skills with management, customers, vendors, and co-workers.

- Price & margin analysis
- Marketing collateral development
- Web development & management
- Vertical channel management
- Strong relationship builder
- New market penetration
- Market research & analysis
- Team building & management
- Budget preparation/administration
- Proven sales management skills

PROFESSIONAL EXPERIENCE

Stellana US – Division of Hexpol - \$1.4B Compounding Company

BUSINESS DEVELOPMENT MANAGER

2015 – 2017

Managed and grew general industrial sales as well as the company's snow and ice business.

- Maintained and grew an existing book of business and found new sources of revenue for Stellana's line of polyurethane products.
- Sales up 50% over budget through May 2017.
- Collaborated with engineering and manufacturing teams to quote new business.
- Introduced, priced, and presented new products to the customer.

ASSA ABLOY – Stockholm, Sweden - \$7B Building Products Company

PRODUCT MANAGER

2013 – 2015

Managed and drove new product development for three ASSA ABLOY door group companies: Graham Wood Doors, Maiman Wood Doors, and Frameworks Aluminum Doors and Frames.

- Responsible for new product development, product extensions.
- Utilized voice of customer, potential sales, and margin analysis to establish clear list of product priorities.
- Led cross-functional teams of sales, marketing, IT, purchasing, and management personnel to ensure products were launched on time and met expectations.

Oshkosh Door Company – Oshkosh, WI - \$26MM Commercial Wood Door Manufacturer

BUSINESS DEVELOPMENT & MARKETING MANAGER

2007 – 2013

Managed \$15MM sales region and established and brought structure to the marketing department of a well-established wood door manufacturer.

- Launched new identity (logo) program, standardized communication templates, and comprehensive sales presentation templates.
- Developed and refined all marketing product collateral.
- Authored marketing plan which defined brand identity, created brand awareness, and built upon brand equity.
- Drove profitable SOS sales (quick ship) through collateral creation, promotion at the sales/distributor level, and incentive plans.
- Extensive involvement with sales planning and analysis, strategic business planning, and travel with distributors.
- Developed existing customer relationships, guided and motivated sales force, and drove profitable sales.
- Direct management responsibility of 12 independent representative groups.

Marshfield DoorSystems / Weyerhaeuser Architectural Doors – Marshfield, WI - \$110MM Commercial Wood Door Manufacturer

TERRITORY SALES MANAGER

2004 – 2007

Responsible for understanding and developing distribution network in Wisconsin, Illinois, and Northwestern Indiana territory.

- Successfully drove growth from \$3.6MM in 2004 to \$5.4MM in 2006.
- Established strong working relationships with distributors, architects, and select end-users.
- Developed pricing and promotional campaigns specific to individual customers' needs.
- Grew business through dedicated customer service and relationship building.

SEGMENT MARKETING MANAGER

2002 – 2004

Managed brand activities for the Marshfield Signature Series and Accent Series as well as the Hospital and Education segments.

- Led cross-functional teams to develop new product scope documents, analyzed segment potential, and led the new product introduction team to take idea from conception to launch.
- Introduced tracking metrics to measure success and determine opportunities for improvement.
- Developed deep, fact-based knowledge of the segments I oversaw and provided specific sales opportunities to the organization.
- Trained organization on any new product launch to include product information, communications plan, sales plan, margin expectations, competitive landscape, and clear expectations.

MARKETING COMMUNICATIONS SPECIALIST

2000 – 2002

Created and managed all marketing efforts in accordance to the value proposition, core values, and strategic direction of the company.

- Managed a Marketing team of three people.
- Developed all internal/external communications for the company.
- Planned and coordinated customer mailings.
- Worked with vendors to create the look and navigation of the company website.
- Worked with outside vendors to develop and implement clear strategic communication/advertising plans.
- Created communications for sales force to promote our product to distributors and architects.
- Developed and managed bi-yearly distributor training program in which I set curriculum, presented topics, evaluated all presentation content, and provided constructive feedback to presenters.

MARKETING SPECIALIST

1998 – 2000

Assisted in the creation of the pricing system needed to support the new ERP System.

- Created Microsoft Excel based pricing models to determine finished product list pricing.
- Developed Excel pricing tools to price items not in our system.

INSIDE SALES REPRESENTATIVE

1995 – 2000

Partnered with a Territory Sales Manager to develop distributor relationships in the New York and New Jersey market.

- Performed all facets of inside sales.
- Prepared quotes and negotiated pricing on projects.
- Handled customer service as well as customer complaints.

SALES ASSISTANT

1993 – 1995

Responsible for assisting two Inside Sales Representatives in managing their customer base.

- Performed customer service activities to support Inside Sales Representatives.

EDUCATION & CREDENTIALS

Bachelor of Arts Degree, Speech Communications

1991 • Gustavus Adolphus College – Minnesota, USA

CONTINUING EDUCATION

Pricing Strategies and Tactics

1999 • UW–Madison Executive Education – Wisconsin, USA

Marketing Communications

2000 • UW–Madison Executive Education – Wisconsin, USA

Design for Lean Sigma

2004 • TBM Consulting – North Carolina, USA

VOLUNTEER EXPERIENCE

Served four years on the Marshfield Wisconsin Common Council as 2nd District Alderman; served on various boards and commissions such as Board of Public Works, Finance, Budget and Personnel Committee (Vice-Chairman), UW Commission (Vice-Chairman), Marshfield Electric and Water Commission, Central Wisconsin State Fair Board and Board of Health.