

# **ERNIE SALAZAR**

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*A highly talented and accomplished Sales and Sales Management professional*

## **SUMMARY:**

Proven ability to open, develop, and grow new territories and markets. Highly adept at launching new business units, with history of increasing sales revenue. Able to prepare and deliver presentations, create proposals, and negotiate contracts. Extensive background in printing and graphic arts industries. Familiar with coordinating projects and teams, serving as liaison between business units, and managing operations. Outstanding customer service and communication skills.

## **PROFESSIONAL EXPERIENCE:**

### **Composition Graphics, Montclair, NJ**

2001

– Present

#### ***Owner / Sales Consultant***

Founded company that serves as broker between printing companies and clients with printing and graphics needs.

Work with clients to determine needs, negotiate contract, and outsource project to appropriate printing facility, based on requirements. Utilize third-party graphic designers as necessary.

Grew business from start up to more than \$400,000, with 30% to 40% margins, in only nine months.

Provide services to companies in New York metropolitan area, with wide range of small and medium businesses as clients.

### **Quantum Color Graphics, New York, NY**

1998

– 2001

#### ***Senior Sales Representative***

Carried out sales of printing services and graphic design. Recruited to plan and launch New York satellite office for Illinois-based company.

Worked closely with National Sales Manager and President to create standard operating procedures and coordinate operations with Chicago offices.

Located office space, hired graphic artist and administrative staff.

Developed sales strategies, identified clients, and initiated contact. Prepared and delivered presentations to clients, negotiated agreements.

Coordinated production and delivery operations with Chicago office.

Built business from \$0 to \$725,000 in less than two years. Clients included A&E Television, Keyence Corporation, and others.

### **Zincographica, Montclair, NJ**

1997

– 1998

#### ***Sales and Marketing Consultant***

Conducted sales, marketing, and business development consulting for Bologna, Italy-based color separation and catalog publishing company looking to enter U.S. market.

Designed and carried out research to identify competition, outline current marketplace, create marketing strategies, and locate potential clients.

Performed costing for proposed U.S. office, including staffing and 3-year operational budget.

Initiated first contact with prospective clients.