**Thomas A. Allison**

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Edmonds WA

206-601-9934

**Product Professional**

Experienced leadership developing market channels, market presence, efficiencies and maximizing potential.

Business to Business – Branding and Public Image – Customer Relations – Channel Sales – Communications - Industry Marketing – Market Growth – Event Planning – Team Leadership – Logistics – Negotiations - Budgets

**Outside Sales Manager, S3 Maritime, February 2019 to June 2019**

* Promoted and sold S3 Maritime brand, products and services.
* Developed a network of dealers for products distributed by S3.
* Increased market share.
* Developed a steady flow of projects for all departments.

**Financial Advisor, Edward Jones Investments, January 2018 to October 2018**

* Prospected and built a portfolio of clients needing investment advice.
* Promoted the Edward Jones brand and value proposition.
* Provided financial recommendations focusing on long term strategies for retirement, retirement living, educations savings and planning for the unexpected.
* Maintained proficiency on investments including stocks, bonds, mutual funds, insurance, exchange trade funds and other products.
* Communicated the Edward Jones value proposition, making good choices and long term strategy. Developed deep relationship for the long term with clients.

**Navigation Sales Manager, Transas Americas, Inc. September 2008 to July 2017**

* Managed direct sales and channel sales and distribution of navigation data products and services throughout the Western Hemisphere.
* Promoted Transas brand and communicated their message trade shows and direct out reach.
* Developed and implement channel sales and distribution logistics for data and data services.
* Increased data subscriptions to exceed 500 vessels annually.
* Promoted and increased market share via, dealer relations and training, customer presentations, superior customer support and trade shows.
* Promoted and increased market share of ECDIS (Electronic Chart Display and Information Systems) Electronic Chart Systems and other products in North America with an emphasis on the West Coast markets.
* Managed automatic quarterly invoicing of chart and data services.
* Provided excellence in user support for Navi Sailor suite of products.
* Managed logistics for trade shows.
* Reviewed budget and budget predictions annually.

**Store Manager; West Marine, April 2006 to September 2008**

* Brought the store to highest profitability over with 60K net revenue.
* Proactively promoted brand awareness in the community and to local businesses.
* Organized in store promotions and events.
* Built a leading team in customer service and sales scores.
* Lead and managed a sales team of 6 to 12 employees in promotion and sales of all products and customer service within company guidelines.
* Created and maintained a welcoming environment for customers.
* Communicated goals and expectations from a corporate level to a store level.
* Developed inspired in store promotions.
* Trained and developed staff using goal setting with expectations for proficiency and sales.
* Managed human resources, budgets and day to day store/facility operations.
* Ensured staff expertise and professionalism through training and education.

**Trade Show Manager; Simrad, Inc, February 2001 to April 2006**

* Promoted the Simrad brand through trade shows, seminars and direct contact.
* Managed all aspects of 20 to 45 trade shows and events annually including; logistics, contracts, design and build out.
* Organized trainings and events.
* Built and maintained displays and exhibits.
* Ensured all displays and associated event materials conformed to marketing standards.
* Managed multiple separate shows simultaneously.
* Maintained a proficient knowledge of products for sales and support.
* Maintained accurate inventory of demo equipment and assets.
* Received best booth show award at New York and Seattle.

**Other Activities:**

**Director; Edmonds Arts Festival, October 2009 to present**

**Responsibilities:**

* Organize, plan and operate a for profit community event including; performing arts, parking and transportation, operations and food vendors.
* Promote the event brand to and through local business contacts and community groups.
* Attend 8 to 10 meetings as needed.
* Promote and obtain community involvement.
* Solicited up to 20 performing acts for the various stages, negotiate contracts and manage logistics.
* Organized event specific public transportation, local parking, supervised up to 10 employees/volunteers, planned and implemented public signage.
* Annually generate net revenues in excess of 40K for scholarships and public art projects distributed through the Edmonds Art Foundation.

**Director, The Camelot Society (501 3c non-profit), June 2008 to March 2020**

**Responsibilities:**

* Provide leadership and direction for all aspects of the organization and its 125 employees and 45 clients, including; finance, administration and client care.
* Meet 6 to 10 times a year as needed.
* Implemented fund raising, now yielding $35,000 annually.
* Increased public awareness through promotional and fund raising events.
* Implemented a professional management style increasing efficiencies in cost management and professionalism.

**Areas of Expertise:** Extensive knowledge and experience with the following:

Sales and Marketing; B2B, Channel Sales

Presentations; public and targeted

Dealer Relations

Branding and marketing

Event Planning

Training

Contracts

Procedure development

Customer Support and Relations

Product Management

Budgeting

Proficient with Microsoft Office products & most CRM software and other software

Logistics

Marine navigation and electronics

Mortgages

Insurance

Financial investments

**Education:**

Graduated Bachelor of Arts, Political Science, University of Washington

Completed USPS navigation courses achieving Advanced Piloting level

Completed certified MCSE courses at Shoreline Community College

**Professional Licenses:**

* Series 7 Securities License, Series 66 Fiduciary License