

Craig T. Martin

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Technical Account Manager

Customer Engagement	Technical Support	Product Training	Territory Management
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Account Manager focused on providing an excellent customer experience delivering meaningful results by effectively communicating technical solutions. Key qualifiers include:

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|---------------------------|-------------------------|-------------------------------|------------------------|
| • Relationship Management | • B2B Partnering | • Trade Shows | • Salesforce |
| • Product Application | • Marketing Initiatives | • Troubleshooting | • Business Development |
| • Consultive Sales | • Brand Marketing | • ISO 9001 Quality | • Solution Selling |
| • Product Specification | • Negotiation | • Product Launches | • Channel Sales |
| • Customer Service | • Proposal Presentation | • Inter-Company Collaboration | • Partner Events |
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PROFESSIONAL EXPERIENCE

Beghelli Canada Inc., Markham, Ontario

February 2018 – October 2018

Specification Sales Representative

- Reporting to the National Sales Manager, visited engineering firms to update engineers on new and existing emergency lighting and industrial lighting products to maintain and promote specification on projects.
- Provided lighting design layouts using Lighting Analysts AGI32 software.

Sesco (Division of Sonepar Canada Inc.), Vaughan, Ontario

April 2015 – December 2016

Lighting Specialist

- Reporting to the Director of SESCO GTA, focused on lighting product sales through all six branch locations by leveraging the IESO Save On Energy (SOE) lighting retrofit incentive program
- Audited lighting at customer sites, prepared Energy Analysis proposals using energy efficient new or retrofit lighting products and calculated potential incentive rebates to show total project payback
- Acted as the Applicant Representative to process lighting incentives through the SOE Program

Legrand Canada (WattStopper), Vaughan, Ontario

July 2011 – December 2013

Technical Sales Representative

- Reporting to the District Manager of WattStopper and the Regional Manager of Legrand for Ontario, managed territories selling lighting controls, devices and wiring system products to electrical distribution accounts
- Responded to product inquiries regarding application, warranty, pricing and expedition of orders
- Drove sales through incremental sales, marketing initiatives and project quotations
- Provided distribution accounts with product and application training and made joint end user calls

Nedco (Div. of Rexel Canada Inc.), Mississauga, Ontario

June 2010 – July 2011

Lighting Sales

- Reporting to the Ontario Business Development Manager, managed the timely processing of lighting proposals for the Lighting Group to grow market share through customer satisfaction
 - Generated energy analysis reports, bills of materials, and quotations from lighting audits
 - Guided customers in applying for rebates through the SOE program for energy saving lighting retrofits
 - Acted as a technical resource for lighting to Inside and Outside Sales, Quotations and Branches
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Norton Electric Corporation (Canada), Vaughan, Ontario

September 2009 – February 2010

Account Manager

- Reporting to the Managing Director, managed electrical distribution accounts to grow sales of electrical devices and boxes

Wieland, Oakville, Ontario

June 2006 – September 2007

Technical Sales Representative

- Reporting to the Director of Sales and Marketing, managed a Central, Northern and Eastern Ontario territory selling electrical connectors to electrical distribution accounts and OEM's
- Drove sales through incremental sales, direct and joint end user calls and quotation business
- Responsible for territory sales budget planning and distribution and OEM product training

Southwire Canada (formerly NOMA Cabletech), Stouffville, Ontario

October 2004 – April 2006

Account Manager

- Reporting to the National Sales Manager, managed a Central and Northern Ontario territory selling building wire to electrical distribution accounts
- Communicated market information and competitive feedback and performed competitive pricing analysis

Osram Sylvania Ltd., Mississauga, Ontario

September 1997 – October 2004

Account Manager 2000 – 2004

- Reporting to the Director of Sales for Ontario, managed GTA accounts selling lamp and ballast products to electrical distribution
- Responded to product inquiries regarding application, warranty, pricing and expedition of orders
- Drove sales through incremental sales, marketing initiatives and project quotations
- Provided distribution accounts with product and application training and made joint end user calls

Application Engineering Technologist 1997 – 1999

- Reporting to the Manager of Technical Services, provided on and off-site technical analysis, troubleshooting, and disposition of product warranty claims to ensure a fast resolution for customer satisfaction
- Acted as a technical resource for both inter-company and customer product inquiries
- Delivered seminars in training courses using PowerPoint presentations
- Co-ordinated and tracked all warranty project details including stock allocation, contracting electricians, scheduling access with property management and security personnel, dispositioning defective stock and payment of invoices.
- Completed intercompany compensation claims for product and labour reimbursement from manufacturing plants
- Ensured quality control of products and maintained ISO 9001 procedures

EDUCATION / DESIGNATIONS

Lighting Analysts Illumination Engineering Software – Introduction to AGI32

June 2018

NCQLP (National Council on Qualifications for the Lighting Professions) - Lighting Certified (LC)

November 2015

Humber College, Etobicoke, Ontario - Electronic Technologist Honours Diploma

December 1992

INTERESTS and ACTIVITIES

Activities Member of the IES (Illuminating Engineering Society) Toronto Section
Active member of the Parent Council of St. Roch Secondary School

Interests Include walking, nature, music, art, theatre, movies, motorsports, education, electronics and traveling