

**Gordon Nelson**  
**3 Zaftig Ct Palm Coast, FL 32164**  
**239.994.1230**

### **SENIOR LEVEL SALES AND MANAGEMENT PROFESSIONAL**

An innovative and internally driven performer with hands-on approach to planning and implementing strategic goals. Broad and consistent 25+ year track record developing long term client relationships within the security and technology industry. Proven ability to drive growth, build new business and secure customer loyalty via relationship building and partnerships.

Strengths in sales, business development, engineering, project management, team building, and back-office technical and functional operations are what I bring to the table. Proven ability to identify and analyze key business drivers, strategies, and market focus that result in revenue and bottom- line growth.

Technically Competent – Extensive experience with the selection and design of all types of low-voltage solutions – Camera Surveillance, Access Control, Fire Alarm, Life Safety, Lighting Controls, Energy Management, Electrified Hardware, LAN, Fiber and Wireless Networks, Intercom, Nurse Call, Audio Video and Telephony.

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## **CAREER DEVELOPMENT**

### **Synergy Florida Most Recent- Resigned**

Regional Business Development

Responsible to develop business with large local custom and large regional/national residential home builders in the Orlando and Jacksonville markets. Even though I was successful in this business development role. My preference is to work in the commercial sector.

### **Becker Communications 2015-2016 Resigned**

Regional Sales Engineer

Responsible to develop business for new regional office. Closed \$1.7 million in sales and received an additional \$1.3 Million in LOI's first year.

Becker Communications serviced NW Florida. I was hired to develop the SWFL market.

Clientele consisted of Developers, General Contractors, electrical contractors, local and state government.

Systems engineered and closed: Fire Alarm, Lighting Controls, Voice/Data, Fiber Cabling, Audio Video, Access Control, Camera Surveillance, Intercom, Sound, and Telephony.

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**Kratos Public Safety and Security    2014    Resigned / Moved to Florida**

Regional Account Manager - Indianapolis/Kentucky/Ohio

Responsible to develop and manage University of Kentucky account and other higher education opportunities. Support IU/IUPUI and CitiGroup accounts.

**Wilson Electrical Services Corp    2011- 2013    Resigned / Moved to Indiana (Mother was Ill)**

Division Manager, Low-Voltage – Tempe, AZ

Hired to form a division that sought business direct with end users and away from the bid market. The owners group wanted a division that delivered higher margins. Profitable Division at time of resignation.

Responsible for building and managing an effective and focused team that covers our southwest Region. This 12 person team consisted of sales, project managers, and engineering/CAD. Supported by electrical team of 500 electricians and low-voltage technicians.

- I was personally responsible for business development and self generated revenue. Averaged \$3Mil per year 2012/2013. Major Projects. Yuma Regional Med Center \$700K, PHX Convention Center 1.3Mil. (Division \$8 Million)
- Responsible for maintaining and building vendor relations.
- Responsible for maintaining state and national contract vehicles.
- Responsible for maintaining common understanding of all offered solutions and holding various manufacturer certifications. Including: Fire Alarm, Access Control, Energy Management, Telephony, Nurse Call, A/V, Security, Data Cabling, Networking, Communications, Camera Surveillance, etc.
- Design, Estimate and Propose Enterprise Solutions.
- Responsible for product selection and assist in system designs when dealing with large complicated systems.

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**Encompass Monitoring Solutions 2006 – 2011**

Sole Owner

Formed EMS on Jan 1, 2006 as a startup. Generated nearly \$2 Mil in gross income year one.

My greatest strength is sales and business development, although I believe that my hands-on experience with design and application are nearly as strong. It is important for me to be up to date on the latest equipment, services, competition, codes and markets; therefore, I have spent many hours and thousands of dollars on classroom training and certifications. Have been designing and selling Camera Surveillance, Access Control, Fire Alarm, Communication, and other types of security related equipment and services for over twenty years. I am very comfortable designing and proposing hi-rise fire and voice EVAC systems, campus wide camera surveillance and access control systems or a small commercial security system. I enjoyed building the EMS team from the ground up into a company with twenty-nine employees and 5.8 million in annual gross revenue and hundreds of service customers.

- EMS was the 1<sup>st</sup> Exacq Vision “CCTV” Dealer in the country.
- Developed Sprint account as “National Account Manager”- Covered 26 States
- Personally, designed and sold an integrated system consisting of a wireless network, video, EMS, access control, fire alarm and emergency phone systems for a \$300 million-dollar mixed use development. Park Place/Leawood, Kansas
- Designed, sold and managed the conversion of a campus wide access control system. Later designed and sold campus wide IP camera system run over fiber network. Baker University/Kansas
- Designed data center for video monitoring and audio/video hosting solutions. Kansas City
- Managed P&L, Obtained commercial bank lending.
- Acquired and sold “RMR” accounts

**VideoView Group 2007 to 2010**

Owner / CEO – Business Development

Formed VideoView Group through a joint venture between myself and Sure Hosting Internet Solutions to develop a VMS and video hosting solution. This hosted solution will be sold through several channels including third party monitoring centers and direct to end users. Built and sold NVR's utilizing the VideoView software platform. Developed marketing material and sold hosted video and video monitoring as a service.



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**Security Equipment, Inc – 2000 - 2005**

Branch Manager

Opened Kansas City branch for a regional security company and turned it into a well-known and respected brand within the local and regional market. Given authority to make executive level decisions. Managed office as well as being a top revenue earner within company and as a member of SNA and PSA.

- Developed accounts with companies such as Commerce Bank, UMB Bank, Enterprise RAC Sony, Sprint PCS, General Mills, US Oncology, MasterCard, PEPSICO
- Doubled my income while employed with company.
- Exceeded all goals and quotas
- Managed others

**ADT / TYCO 1990 - 2000**

Commercial Sales/National Account Manager

Generated leads, prepared proposals, closed sales, and participated in vendor shows.

- Consistently a top rep nationally. Presidents Club.
- Sold over four hundred fire alarm and security systems in 2000.
- In top 25 nationally in RMR production at the time of resignation.
- Received letter from ADT President addressing my so called "Stellar Performance" and leadership.

**EDUCATION:**

Job Related:	Company sponsored management training. Twenty plus years of ongoing courses In sales, marketing, business management, product certifications, safety, online and factory training, team building, and project management.
Non-Degree:	Courses taken in software, IT, tax and accounting St. Charles CC, Johnson County CC
1983	High School Graduate Bosse High School - Evansville, Indiana

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**Past Certifications:**

Avigilon	Technical and Sales
Shoretel	Sales & System Designer
Crestron	System Designer / DMC-D
NICE	NICE Vision
Gamewell FCI	Fire Alarm
Exacq	
Agent Vi	

**Most familiar with and designed solutions utilizing the following manufacturers:**

Alarm Systems

Honeywell Security, DMP, DSC, Bosch

Fire Alarm

Gamewell FCI, Silent Knight, EST, Notifier

Access Control

Lenel-OnGuard, AMAG, Software House, DSX, Maxxess, Allegion, Assa Abloy, HID, Keyscan, Genetec, Open Options, Schlage

Audio Video

Crestron, Extron, Polycom, BIAMP, JVC

Nurse Call

Hill Rom, ASCOM, Jeron, Rauland, Tek-Tone, Systems Technologies

Camera Surveillance

Milestone, Exacq Vision, Avigilon, Genetec, SureView, Pelco, Axis, Sony

Telephony

NEC, Shoretel

Intercom / Paging

Aiphone, TOA, Valcom, Rauland, Code Blue, Talk A Phone

Cabling

CommScope, Hubbell, Panduit, Corning, Leviton, Ortronics, Siemon

Energy Management

Andover Continuum

**Associations: ASIS, NFPA**

Thank you for your interest and consideration!

Respectfully,

Gordon Nelson