

DIRECTOR, GLOBAL BUSINESS DEVELOPMENT

Summary

Scott Kachelek is a sales and business development executive with more than 15 years experience in large commercial and government digital LED lighting projects, immersive cinema technologies, and commercial printing control systems. Key personal traits include:

<i>Proactive ...</i>	Strives for continual improvement without supervision.
<i>Creative ...</i>	Thinks of unique ways to solve problems and improve products or processes.
<i>Outgoing...</i>	Interacts easily with others for lasting business relationships.
<i>Analytical...</i>	Analyzes the facts in detail and makes a timely decision.
<i>Persistent...</i>	Sticks with long term projects to see through to completion.
<i>Culturally aware...</i>	Embraces diversity and is sensitive to similarities/differences.

Highlights

- Cross region international projects
- Competitive analysis
- Sales strategy
- Partner relationships
- Business process improvement
- Public presentations
- Functional Spanish
- Functional Japanese

Accomplishments

Key player in growing a business from \$25 million sales to \$150 million.

Maintained 50% integral gross margin on product portfolio in spite of severe competition.

Managed a cross functional team of 5 professionals and worked across 33 international sales organizations.

Traveled to and conducted business in more than 30 countries.

Sold and managed projects up to \$6 million value.

Developed and supported over 20 value added resellers.

Experience

Director, Global Business Development 06/2015 to Current Company Name City , State

- Built a go to market sales strategy from the ground up focusing on OEM partners, sales agents, industry associations, academic institutions, national end user accounts, and independent cinemas.
- Built value proposition for end user sales including usage cases, revenue generators, and return on investment.
- Prepared sales presentations and product demos for entertainment industry executives.
- Researched industry trends in cinema entertainment and provided feedback to product management to improve product positioning.
- Collaborated on technical and sales proposals for global pilot sites to prove the value of new technology to the market.
- Developed bank financing program for purchases and leases.
- Advised internal stakeholders on business opportunities in their region and worked together to include multiple product portfolios in a single sale.

Director, International Sales 09/2007 to 06/2015 Company Name City , State

- Created global sales plan per international market (33 total) to focus resources on new product introductions, first of their kind lighting applications, accurate project forecasting, and sales analytics reviews (margin trends, currency fluctuations, and cost of non quality).
- Built specifier (lighting designer, architect) relationships and project sales funnel through one on one meetings, industry presentations, and trade show attendance.

- Built value added partner relationships leading to increased salesthrough annual business strategy reviews, joint projectmanagement, joint end user sales meetings, tours of globalreference projects, and technical, sales, and design relatedtraining.
- Worked closely with supply chain teams to plan production tomeet current project timelines, forecast future demand, andreduce product costs to improve product margins.

Manager, International Inside Sales 09/2002 to 09/2007 Company Name City , State

- Recommended pricing strategies to win business.
- Assisted marketing with trade show booth construction.
- Managed credit approvals to release orders on prepay, credit, or letter of credit. Helped to collect past due invoices.
- Advised partners on product selection for specific projects to meet budget and project design goals.

Sales Coordinator 01/1997 to 03/2002 Company Name City , State

- Acted as a liaison between head office in U.S. and branch officein Japan to highlight staff and customer concerns.
- Attended trade shows to answer product specific questions fromthe market.
- Researched and developed web conferencing system forworldwide customer training to improve communication and Reduce travel costs.
- Produced general marketing materials including videos, presentations, brochures.

Portfolio

Bosphorus Bridge, *Turkey* ; Vegas Mall, *Russia* ; Torre Colpatria, *Colombia* ; Maracana Stadium World Cup, *Brazil* ; DTI Cinema, *USA* ; Marks and Spencer Stores, *U.K* .; Allianz Arena, *Germany* ; Meydan Bridge, *U.A.E* .; Galaxy Casino, *Macau* ; Ghent Stadium, *Belgium* ; Olympics, *Brazil*; Kingdom centre, *Saudi Arabia* ; Kohinoor Tower, *India*; Intercontinental , *UAE*; Aspire Tower , *Qatar* ; Nabana theme park, *Japan* ; Matsuya Ginza, *Japan* ; Montparnasse, *France*

Education

Bachelor of Science : International business 1994 University of Minnesota, Carlson School of Management City , State , USA Minors in Spanish, Japanese, and East Asian studies