Dale S. Roark

2944 Saddle Rock Road
Eagle Mountain, UT 84005

Cell: (801) 357-9644
Email: daleroark@hotmail.com

RETAIL SALES

OfficeDepot – Draper, UT
Senior Sales Associate Technology   Nov 2013 - Present
- Creative sales techniques drastically improved printer sales
- Developed unique technology tools for troubleshooting
- Customer reviews are always in the top quadrant

Walmart – American Fork, UT
Photo Center / Toy Sales Associate   Sept 2012 – Nov 2013
- Customer Service Champion Award - resulted from customer reports to Management
- Received A+ rating for Customer Service on Annual Review

Intec International – Murray, UT   Oct 2009 – Sept 2012
Worked with Founder to establish Marketing & Sales programs for his air filter cleaning business.
- Developed a FilemakerPro database for sales & customer lot tracking
- Suggestions to founder resulted in improved filter cleaning process

IntelliBED – Salt Lake City, UT
Store Manager   May 2007 – Oct 2009
- Managed all aspects of the Orem store. Sales were consistently in top 2 in Utah.
- Developed unique adjustable beds sales presentation & trained managers in its usage

MyComfort – Salt Lake City, UT (Out of Business)
Store Manager   June 2006 – Dec 2006
- Managed the transition from Intelli-BED to MyComfort in Mesa, AZ
- Took over management of St. George store including deliveries

Oreck Clean Home – Salt Lake City, UT
Store Manager   June 2004 – May 2006
- Managed stores in Murray and West Valley City and set the monthly sales record
- Was in the monthly top ten several times out of 300+ Stores in the United States

PRODUCT MANAGEMENT – Computer Graphic Systems, Software, & ICs

Conexant (ComStream/Brooktree) - San Diego, CA   *12 years*
Director of Product Marketing / Division Fellow
Progressed from Product Manager to Division Fellow in recognition of the detailed product line strategy produced over $420M in revenue and 75% of the gross profits of the company.
- Dominated the Workstation market with over 90% market share.
- Dominated the PC Market with over 30% market share by creating a new component that became the de-facto standard resulting in twelve pin-compatible competitors
- Closed major multi-million dollar graphics contracts with Apple, Compaq, HP, etc.
- Closed major multi-million dollar satellite contracts with Dish, DirectTV, etc,

Megatek Corporation - San Diego, CA   *4 years*
Director of Engineering
Product Manager promoted to Director of Engineering for a family of Graphic Terminals.
- Managed development of two major projects with a staff of six software and nine hardware engineers. Completed both programs on time and under budget.

EDUCATION

University of Utah - Bachelor of Science in Computer Science
University Of California San Diego - Executive Program For Scientists & Engineers

INDUSTRY AWARDS

National Computer Graphics Association Award for Technical Excellence