Dale S. Roark

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**Product Management Professional**

Accomplished professional with comprehensive experience in product development and management, sales maximization, and increasing market share to drive organizational growth. Proven success in negotiating and finalizing multi-million-dollar deals with Apple, Compaq, and HP and simultaneously dominating two separate markets by attaining 30% PCs market share and 90% workstations market share. Skilled in creating detailed training programs for inside sales, field sales, and channel partners. Adept at building productive relationships with teams and management to ensure the smooth running of functions. Knowledgeable and experienced in devising and implementing best practices related to product lifecycle management and development. Articulate communicator, exhibiting excellent organizational and interpersonal skills at all business levels. ***Proven expertise in:***

|  |  |
| --- | --- |
| * Product Management * Strategic Planning & Execution * Prototype Development * Product Marketing | * Product Development * Sales Management * Pricing Strategy Development * Market Research & Analysis |

**Product Management Experience**

Conexant (ComStream/Brooktree), San Diego, CA

**Director of Product Marketing/Division Fellow,** 12 Years

Progressed through series of positions with increasing responsibilities and swiftly rendered a Division Fellow role. Recognized by top management for devising and implementing the detailed product line strategy generating more than $420M in revenue and 75% of the gross profits of the company.

***Key Contributions:***

* Led the PC market with over 30% market share by developing and introducing a new component that became the de-facto standard resulting in twelve pin-compatible competitors.
* Controlled the workstation market by attaining more than 90% market share by replacing 25 sq. of PCB real-estate costing around $650 of bi-polar logic with 1 sq. in of cmos logic initially costing $250.
* Utilized excellent communication skills while negotiating major multi-million-dollar satellite contracts with Dish and DirectTV.
* Negotiated, finalized, and closed major multi-million dollar graphics contracts with Apple, Compaq, and HP.

Megatek Corporation - San Diego, CA

**Director of Engineering,** 4 Years

Delivered excellent performance, resulting in promotion from Product Manager to Director of Engineering for a family of graphic terminals. Implemented best practices to ensure development and effective management of two major projects. Led a team of six software and nine hardware engineers, ensuring smooth running of functions.

***Key Contributions:***

* Successfully completed both programs within specified timeline and under budget.
* Architected and managed the development of the industry’s first real-time 3-D isometric line drawing system.

*Additional* ***Engineering &******Product Management*** *experience at Evans & Sutherland, Salt Lake City, Utah (6 years)*

**Retail Sales Experience**

Office Depot, Draper, UT

**Senior Sales Associate Technology,** Nov 2013 – Present

Significantly increased printer sales by employing creative sales techniques and best practices. Planned and created unique technology tools for troubleshooting by leveraging key skills and knowledge. Held accountable for generating sales and delivering excellent repair services. Delivered training to new hires regarding duties, techniques, and culture. Used computer graphics background that aided in selling alternative technologies such as the $125 Cannon Selphy camera that prints SUPERIOR 4”x 6” photos for 35c per print.

***Key Contributions:***

* Always received highest ratings from customers for delivering excellent services using product knowledge, integrity, and ability to find the right solutions.
* Designed and developed unique tools for my cell phone including a TCO (Total Cost of Ownership) program ranking all printers based on initial price and ink replacement costs over a three-year period. Sold more expensive printers that typically have the lowest cost per page.
* Introduced a program for my cell phone that prices out cost for a computer discount bundle, including the computer, annual consulting, setup, MS Office, and 2/3-year protection plan by simply answering three questions.

Walmart - American Fork, UT

**Photo Center / Toy Sales Associate**, Sept 2012 — Nov 2013

Provided excellent services by offering products as per customer desires and answering questions about policies, services, and products.

***Key Contributions:***

* Received Customer Service Champion Award for delivering detailed customer reports to management.
* Earned A+ rating for customer service on annual review for rendering excellent performance and results.

Intec International - Murray, UT

**Director of Sales and Marketing,** Oct 2009 — Sept 2012

Liaised and functioned closely with the founder to establish, grow, and manage marketing and sales programs for air filter cleaning business. Designed and developed a database to track sales and customer orders.

***Key Contribution:***

* Offered expert advice and recommendations to founder on improving filter-cleaning process, resulting in 100% efficiency improvement in filter testing.

IntelliBED - Orem, UT

**Store Manager,** May 2007 — Oct 2009

Formulated plans and structured processes to assure effective management of all aspects of the Orem store. Designed unique adjustable beds sales presentation by utilizing key skills and industry knowledge. Provided training and coaching to managers on the usage of this unique presentation methodology.

***Key Contributions:***

* Maintained sales in top two in Utah by employing people skills and conducting follow up on regular basis.

*Additional* ***Store Manager*** *experience at MyComfort- Mesa, AZ, and Oreck Clean Home, Salt Lake City, Utah*

**Education**

**Bachelor of Science in Computer Science,** University of Utah, Salt Lake City, UT

**Executive Program for Scientists and Engineers,** University of California San Diego

**Industry Awards**

National Computer Graphics Association Award for Technical Excellence