**Conner Brown**

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*Last Updated February 2025*



**Conner Brown**

Regional Sales Engineer

Results-driven Engineer with a strong background in technical solutions architecture, sales strategy, and customer success. Experienced in designing and implementing scalable solutions that drive business value, optimize processes, and improve operational efficiency. Skilled at translating complex technical requirements into actionable business strategies. Passionate about leveraging emerging technologies to solve business challenges, accelerate growth, and drive measurable outcomes.

Current Role

## Regional Sales Engineer

Fastenal, Des Moines, IA January 2024

* I **manage a $70M+ annual portfolio** of small to medium-sized businesses within the Industrials sector, overseeing a territory that spans Iowa, Nebraska, and Missouri. This includes leading and supporting 13 District Managers and collaborating with approximately 95 internal business units to drive growth and operational efficiency. I specialize in strategic account management for customers generating over $40K annually in OEM business, ensuring optimized engagement, revenue expansion, and long-term partnerships.
* I **deliver technical presentations** on fastener-related technology to engineering and supply chain teams, engaging with over 600 unique professionals annually. These presentations are designed to position me as a subject matter expert, fostering credibility and trust with key stakeholders. By providing insight-driven solutions, I create opportunities for strategic, value-added sales engagements, driving customer-focused innovation and business growth.
* I lead cost savings initiatives for key accounts, proactively identifying and implementing efficiency-driven solutions that align with customer priorities, particularly in challenging market conditions. By analyzing spend, optimizing sourcing strategies, and streamlining procurement processes, I develop customized cost savings proposals that deliver measurable financial benefits. These initiatives result in an **average savings of $30,000 per month while driving a 7.7% improvement in gross income**, effectively enhancing both customer profitability and our margin performance.
* I **develop systematic strategies to enhance sales performance** and efficiency, leveraging technology and process improvements to drive results. I designed and implemented an automated system for mapping sales territories in Google Maps, streamlining geographic sales planning. Additionally, I manage and mentor a part-time engineering student, providing guidance on technical and sales-related projects. Currently, I am designing an iOS fastener application aimed at generating leads and improving customer engagement.
* As a Sales Specialist in Customer Onboarding, I focus on building trust and seamless transitions for new customers. Recognizing that change can be challenging, I prioritize minimizing friction and demonstrating our expertise to ensure a smooth onboarding experience. My approach emphasizes proactive communication, strategic problem-solving, and delivering measurable value. In 2025 alone, I have **played a key role in securing over $9M in new annual customer spend**, reinforcing confidence in our solutions and fostering long-term partnerships.

Previous Positions

## Software Contract Work

Self Employed, Nashville, TN February 2023 - December 2024

* I designed and developed custom software solutions for small businesses while pursuing an entrepreneurial venture. During this time, I managed marketing, sales, and product delivery, gaining firsthand experience in business operations and customer acquisition. As the business evolved, I **negotiated a partnership with the city**, though ultimately, funding constraints led me to reassess my direction. Through this experience, I **discovered a strong passion for sales**, which ultimately guided my transition back to the corporate sector. This journey led me to Fastenal, where I could leverage my sales expertise and strategic thinking in a dynamic, results-driven environment.

## **Asurion** May 2019 - January 2023

## Nashville, TN

## Software Engineer 2 | 2021 - 2023

* **Developed proficiency in X++ and C#** to optimize Dynamics 365 ERP systems, enhancing efficiency and functionality. Contributed as a key member of an 8-person Scrum team focused on Reverse Logistics, collaborating in an agile environment to implement process improvements and system enhancements.
* Refactored legacy code to achieve a **15% improvement in latency**, leveraging Azure cloud infrastructure to optimize workflows and enhance system efficiency. This initiative resulted in the development of streamlined, more efficient workflows for operators, improving overall operational performance and productivity.

Product Engineer 1 | 2019 -2021

* Re-engineered a third-party software system to help Asurion **save $2.8 million annually** by addressing a critical production bottleneck. The original system was causing significant delays in data erasure of devices. I rewrote the device flow, reducing processing time per device by 55%, dramatically improving production efficiency. I then championed and successfully implemented these improvements across six other countries, driving global operational enhancements and cost savings.
* Developed a recovery logistics program to refurbish automation equipment used in Sprint stores for device repairs. Each store relied on a specialized piece of equipment for effective maintenance and repair management. I designed and implemented a return and repair logistics system that resulted in **annual savings of $158,000**, streamlining the process and enhancing operational efficiency.

Education

## The University of Missouri Graduated 2019

Columbia, MO

Major: Bachelor of Science in Industrial Engineering

## Auckland University of Technology 2018

Auckland, New Zealand

Study Abroad

*I will win for you*