

# GENE GRILLI

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## SUMMARY

A resourceful and results-driven sales professional with extensive experience in selling instrumentation, custom engineered systems, controls, sensors, pneumatics, sealing devices, and field service. A road warrior that puts to good use an in-depth knowledge of selling solutions, marketing strategies, trends analysis, forecasting, recruitment, negotiation, budgets, strategic planning, customer service, training and development. Experience building great teams that create winning sales strategies focusing on customer needs. Possesses a proven track record of accomplishment in meeting sales goals and contributing to the growth of an organization.

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## EXPERIENCE

USON, LP, Houston, Texas  
**Director Global Sales, 2011-2016**

Led and developed all sales and marketing for test instrumentation and custom control systems. Managed inside sales teams as well as independent manufacturers' representatives and distributors. Led the cross functional team introducing Salesforce CRM to company and acted as system administrator to achieve high rate of company adoption and functionality. Instituted new programs to develop, train, and implement customer service soft skills company wide. Contributed to executive leadership team, helping formulate processes, procedures, and policies.

- Restructured pricing structure on mature product line, resulting in 22% increase of units sold, increasing top-line sales revenue.
- Provided vision and requirements for a new test instrument, with first year sales of \$850,000, 20% over forecasted revenue.
- Directed voice of the customer (VOC) development for new entry-level leak test product, introducing an industry leading pressure and flow instrument utilizing Bluetooth, iOS and Android interfaces.
- Planned and recruited for new direct sales and service team in Shanghai, China, resulting in growing sales from \$450,000 to \$2,800,000 in three years.
- Introduced new project management dashboards and reporting in Salesforce, providing improved cross team communication and improved hit rate and ultimately increased customer satisfaction and loyalty.

USON, LP, Detroit, Michigan  
**Regional Sales Manager, 2002-2011**

Created a new regional sales channel focus comprised of direct sales, manufacturers' agents, and distributors, resulting in improved profitability and stronger customer relationships. Managed distribution channels, agreeing on annual forecast, reviewing actual results versus expectations regularly to ensure channels adequately investing in resources necessary to promote products and services. Provided technical and commercial product training to distribution channels within territory. Managed and developed regional proposal response process for sizing pneumatics, controls and instrument configuration in Microsoft Office. Maintained strong relationships with key accounts. Assisted other departments in resolving problems related to customer sales and service.

- Developed sales and service distributors in South Korea and India, adding revenue of \$1,300,000 annually.
- Developed and led Regional Field Service Team, adding revenue of \$400,000 annually.
- Project manager for all transportation segment projects greater than \$75,000.
- Created sales strategies and methodologies to win large projects.

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**ADDITIONAL EXPERIENCE**


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USON, LP, Detroit, Michigan

**Operations Manager, 1998-2002.**

Oversaw day-to-day sales and service operations for Detroit field office, including planning, forecasting, and providing product support. Developed and maintained new key accounts. Led team growing sales and service revenue. Managed team of three sales engineers and two field service engineers as well as one admin support. Developed new processes for preparing and presenting proposals locally as well as implementing data base tracking of proposals reducing proposal turnaround time and increasing hit rate. Introduced Microsoft Excel based work order/invoice form and tracking process.

USON, LP, Detroit, Michigan

**Sales and Service Engineer, 1994-1998.**

Actively sought out project engineers and managers within to discuss solutions to leak testing projects. Demonstrated pressure and flow instruments in manufacturing facilities and quality control labs and assisted in project installations at machine integration facilities. Analyzed customer's product and specification to recommend testing solutions and provided proposals. Regularly coordinated and performed repairs, installs, and calibrations of test equipment in automated machine systems. Developed new key accounts, ultimately becoming single sourced for leak testing projects at Ford, General Motors, and Chrysler.

UNITED STATES NAVY

**Petty Officer First Class, 1985-1994.**

Served as submarine missile technician working to maintain and repair system electronics, pneumatics, and hydraulics down to component level. Completed successful three-year assignment as US Navy recruiter. Achieved 1990 rookie recruiter of year NRD Cleveland. Awarded Navy achievement medal for stepping into leading petty officer role as junior enlisted.

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**COMPUTER SKILLS**


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Microsoft Office	Windows PCs	Microsoft Visio
Apple iOS	SalesForce (CRM)	AutoCAD
Android	Pardot	Microsoft Project
Apple Macs	SmartDraw	Networking
Q-Das	Field Bus Protocols	HMI/MMI's
Made2Manage (ERP)		

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**MEASUREMENT INSTRUMENT EXPERIENCE**


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Pressure Decay	Differential Pressure Decay	Burst Testing
Mass Flow	Eddy Current	Crack Testing
Mass Spectrometer	Hydrostatic	Sealed Component / Package
Vacuum Decay	Gage R&R	Volume
Flow	Pressure	Level
Laminar Flow	Frequency	Humidity
Weight	Speed	Height / Distance