

Fred Fisher

Director of Sales and Marketing

Newtown, PA - Email me on Indeed: [indeed.com/r/Fred-Fisher/b332e47fc5f05fd9](https://www.indeed.com/r/Fred-Fisher/b332e47fc5f05fd9)

WORK EXPERIENCE

Technical Sales Engineer

Parker Hannifin - Trenton, NJ - August 2013 to Present

Responsibilities

Sales manager responsible for 5 distributors and 50 direct accounts.

- Developed new accounts including Anheuser Busch, Stanley Black and Decker, Dorman Products, OshKosh-JLG and Manitowoc – Grove Crane.
- Repaired relationships with distributors and developed trust to establish new sales.
- Launched an aggressive market development campaign in an underdeveloped territory.
- 12.6 % Territory Sales Growth for FY 2015. (July 14 – June 15)

Director of Sales and Marketing

Van Dyk Recycling Solutions - Stamford, CT - December 2010 to December 2012

Sales and Marketing Manager supporting and coaching 10 field representatives for this system integrator of European recycling, optical sorting and baling equipment.

- Rebranded the company to communicate the variety of markets served. Developed new Logo, website: vdrs.com, tradeshow displays and advertising. Prepared copy for press releases, profiles and literature.
- Organized and managed annual sales conference and sales training as well as European sales meetings.
- Expanded the sales organization with new hires in Canada, Mexico and North America. Responsible for new sales employee training.
- Traveled (60 plus percent) with salesmen to key customer presentations. Provided support with product design, pricing, economic models, sales strategy and closing.
- Member of the corporate management team responsible for developing a sales and growth strategy.
- Responsible for a marketing budget of \$ 280K plus.

Sales and Marketing Consultant

Market2NA - Penns Park, PA - July 2009 to November 2010

Assisted clients in developing their distribution channels, marketing materials and identifying their markets.

- Started up a new sales company focused on direct sales to fleets for an aftermarket truck radiator manufacturer.
- Developed a clear marketing message and revised the web site of a hydraulic water pump manufacturer.
- Developed features and benefits based marketing literature for an equipment rental company. Introduced an incentive based program to improve the sales team's communications, optimize leads and follow-up.

Vice President of Sales and Marketing

American Roll-off - Trenton, NJ - May 2002 to July 2009

American Roll-off is a family owned steel fabricator that manufactures and markets mobile hydraulic equipment, truck bodies, cranes and specialized capital machinery and equipment. Responsible for the growth, sales and profit and loss of the company's operations. Lead a team of 8 direct reports responsible for sales, marketing, and business operations. Made business decisions related to corporate strategy, company culture, pricing, gross margin, distribution channels and new product development.

- Spearheaded the development of the sales organization. Built the team from one salesperson to a complete dealer network (70) supported by regional representatives, manufacturing representatives and a full inside sales staff; resulting in a 62 % increase in sales revenue
- Secured and closed Miami Dade County account, the company's largest single order - \$2.3 million.
- Created an educational website on company products: www.americanrolloff.com, which generated 4 times more sales leads than any previous marketing effort
- Provided dealer training and instituted an annual dealer sales school; resulting in a 24% increase in dealer orders from attendees
- Evaluated and processed all warranty claims and assured customer satisfaction while keeping warranty claims below ½ % of total sales
- Driving force behind the sale of the business to our competitor: Palfinger including responsibility for due diligence. Palfinger purchased the company specifically for the strength of its dealer network.
- Responsible for hiring, terminating, interviewing and training all office, engineering and sales staff
- Established corporate credit policy and reduced bad debt and past due accounts by 60%
- Managed all aspects of day-to-day business operations, including, but not limited to: customer, employee and vendor related issues. Available to support the sales and dealer staff on a technical and managerial basis.

National Sales Manager

American Roll-off - Trenton, NJ - September 1995 to April 2002

Developed and implemented a sales and marketing strategy to take a one product, one customer company and build it into three diverse product lines serving a broader base of markets. Utilized the existing sales people to increase sales

48%. Created a name brand identified with quality - "American Roll-off." Promoted to Vice President of Sales.

- Acquired Crane product line from IMT and integrated its dealer network into the existing American Roll-off Network. (Developed into the company's most profitable product in 2007.)
- Spearheaded the start-up of the Truck Equipment division, increasing company revenue by \$2 million in the first two years
- Made decisions on 'buy' versus 'make' for the crane product line; resulting in an 8% cost savings and elimination of all future product development costs
- Managed advertising budget, consistently keeping expenditures 30% below budget. Tracked effectiveness of advertising.
- Set profitability and pricing on all products. Responsible for all product costing and estimating, experienced in the set up and operation of MAS 90/200, including the BOM module
- Maintained a 95% customer retention rate
- Selected, specified and purchased computerized network based accounting system, CRM programs and production management systems facilitating a reduction of 20% in manpower

Sales Engineer

American Roll-off - Trenton, NJ - June 1989 to August 1995

Realized an increase in sales of 75% through building and developing new business relationships. Partnered with truck

dealers to obtain a larger market share. Established the product in the Municipal market and signed up the company's

first dealers. Promoted to National Sales Manager.

- Outside sales engineer responsible for territory development and new market development.

- Prepared municipal bid specifications, won 95% of all municipal bids participated in • Developed sales with multiple Federal Agencies - Navy, Army and Federal Prisons
- Drove the product development process by evaluating the customer's needs. Developed products that fit between competitors or exceeded thus offering our dealers and salespeople a competitive sales advantage

Engineer

American Roll-off - Trenton, NJ - June 1984 to May 1989

Marketing Support Engineer

Exxon Chemical Polyethylene Marketing - Baytown, TX - June 1980 to August 1982

EDUCATION

Masters of Business Administration

University of North Carolina

Bachelor of Science in Mechanical Engineering

Purdue University