

Joe Fox

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## SKILLS

Sales & Marketing - - - Channel Development - - - Analytics

Strategic Business Planning - - - Digital Marketing - - - Relationship Management

Product Knowledge - - - Negotiation - - - Project Management

## EXPERIENCE

### Standex Electronics

Distribution Channel Manager - - - April 2024 - Present

Successfully oversaw all NA distributors, generating \$7M in revenue by selling a range of electronic components including relays, sensors, and switches with the focus on magnetic reed technologies.

Created a new design registration program, with the focus to generate more quotes and bookings opportunities. To protect distributor business.

Developed a new inventory care program for FY26, with the intent to have better support for distribution and less risk to invest and re-sell Standex products

Approval for eCommerce program to sell products directly from Standex.com (joint venture with distribution)

Created new format for distribution price book and new process for new product launches to better support orders and design activity

### Ohmite MFG LLC

Channel Business Manager - Global - - - Jan 2020 - April 2024

Successfully oversaw all global distributors, generating \$70M in revenue by selling a range of electronic components including current sense, wirewound, ceramic, and thick film resistors, along with heatsinks and sensors, across industrial, transportation, medical, military, and energy sectors.

2022: grew revenues by over 20% to \$70M

2021: grew revenues by over 20% to \$58M

2020: grew revenues to \$43M

Launched a groundbreaking marketplace program in 2020, resulting in over \$450K in product sales over 4 years, earning recognition from the President of Digi-Key at the EDS Summit

Developed and implemented a comprehensive master price file, increasing product visibility and reducing quote processing workload by 15% within 12 months

Negotiated a new lucrative -stocking package- at Master Electronics and Digi-Key Electronics that added \$1.6M in annual revenues

Created a new data dashboard to help grow sales, establish trends, and drive distributor sales growth

through customer and product analysis, leading to a 10% improvement in time efficiency

Implemented a multi-tiered commission strategy that achieved a 45% reduction in costs for legacy products and a 73% revenue surge in new product lines in the first 12 months

Mouser Electronics      Jun 2007 - Dec 2019

Supplier Manager - Semiconductors, Passives & Optoelectronics   - - Jan 2015 - Dec 2019

Responsible for strategy and direction to overall marketing and revenue goals, focused on selling resistors, semiconductors, ICs, LEDs, diodes, MOSFETs, and sensors to design engineers across transportation, automotive, industrial, medical, and energy sectors

Elevated Vishay's revenue by over 42% from \$47M to \$67M between 2017 and 2018, boosting their market share from 24% to over 40%

Achieved a 17% increase in website page views for Vishay, reaching 115k views in less than 12 months

Won Distributor of the Year 2015 and Distributor of the Year Semiconductors 2017, outperforming 6 other major electronic distributors

Successfully negotiated a 100% increase in the coop marketing budget for managed suppliers from \$60k to \$120k

Web Experience Analyst - Project Manager - Internet Business      Apr 2013 - Jan 2015

Successfully led a project that resulted in a 10% uplift in page views, a 10% extension in average visit duration, and a 10% reduction in bounce rates between 2013 and 2014

Spearheaded a campaign to acquire international domains that dramatically increased website traffic over 45% in just 12 months

Product Supplier Manager - Embedded & Display   - - - Jun 2007 - Apr 2013

Increased revenues by 16% to \$12.2M and enhanced customer base to 53,000 in 2012

Increased revenues by 22% to \$10.3M and enhanced customer base to 42,000 in 2011

Won the Distributor Growth Award from Lumex in 2011, outperforming 8 competing distributors

Established brand new partnership with Mitsubishi and 4D Systems, resulting in \$150k in annual revenues

## EDUCATION

MBA - Project Management      - - - - Dec 2011

University of Dallas, Irving, TX

Bachelor of Business Administration      - - - - Jun 2005

Madonna University, Livonia, MI