

Ronald W. Siewert

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OVERVIEW

Successful consultative sales, marketing, CRM & social media communications manager

EMPLOYMENT

5/15-11/17 Lone Wolf Harley-Davidson, Spokane, WA MARKETING & BUSINESS DEVELOPMENT MANAGER

Researched, implemented and managed the Business Development Center for Seven Oaks Motorsports which included three dealership locations. Researched, implemented, trained and served as the multi-dealership CRM manager. Headed community outreach marketing program (Chamber of Commerce, B2B, advertising) and Facebook/web administration.

- During tenure, dealership was a world top-ten site with five months as number one in sales with 18% of sales directly attributable to my multi-member department.

11/08-5/15 CalCas, San Mateo, CA FIELD SALES & MARKETING MANAGER

Benefit program outside sales & marketing to K-12, higher education, public safety and nursing markets covering large tri-state territory. Presented personal benefits to individuals, groups and decision-makers.

- Opened lucrative sales opportunities in markets not previously accessible
- Created marketing materials utilized in multiple territories

4/06-8/09 Taylor Publishing Company, Dallas, TX SALES REPRESENTATIVE

Yearbook and fine book sales & marketing representative covering large geographical territory in Washington & Idaho. Independent contractor.

- \$250,000 Milestone Award winner (2006)
- Rising Star Award winner (2007)
- Business Plan Achievement Award winner (2007)

11/02-4/06 Dey L.P., Napa, CA PHARMACEUTICAL SALES REPRESENTATIVE

Covered large geographical territory in two NW states. Sales of 3 branded products (DuoNeb, AccuNeb, EpiPen) in therapeutic areas of COPD, asthma and anaphylaxis, Represented two DMEs, EasiVent holding chamber and Aztek peak flow meter.

- Regional product leader for DuoNeb (fiscal year 2005)
- Achieved 122% in heaviest weighted product (fiscal year 2005)
- Awarded Regional Product Leader for EpiPen (fiscal year 2004)
- Over 500% sales growth over three year period for DuoNeb

8/01-11/02 CalCas, San Mateo, CA FIELD SALES & MARKETING MANAGER

Affinity group program sales & marketing to new introductory territories in Washington and Montana as well as marketing to an existing territory group in Idaho. Conference coordination and attendance. Primary focus on K-12, government and higher education community.

- Consistent monthly over-quota performance (>130%)
- Created customer marketing database for regional sales team

10/99-8/01 Centrinity Inc., Markham, Ont**REGIONAL SALES MANAGER**

Responsible for multi-channel (business, government, health, education) software outside sales management in a six-state territory. Duties included the management of reseller organizations and sales, direct sales, conference attendance, sales presentation, marketing, reseller recruitment and sales training.

- Increased sales revenue 73% during fiscal year 2000.
- Renewed relationships & retained numerous key corporate and education accounts (i.e, Alaska Airlines, University of Washington)

4/96-10/99 Education Technology / Apple Computer, Tacoma, WA**ACCOUNT SALES EXECUTIVE**

Served under the Apple Computer Education Sales Agent program. Represented ETI as technology solutions outside sales consultant offering products, marketing, services, and training in Washington, Idaho, Oregon and Montana. Developed and opened new territories by networking and marketing in business and education.

- Top Salesperson Pacific Region - Fiscal year 1998 (4.7 million in sales).
- Exceeded quota three consecutive years.

1994-1996 Educational Service District 101, Spokane, WA**ONLINE & INTERNET SERVICES REPRESENTATIVE**

Coordinated sales and support of 300+ K-12 education institutions utilizing the STEP/Star Schools computer and satellite Data Transmission System. Taught staff training seminars and televised courses.

1994-1995 Central Valley School District, Spokane Valley, WA**TEACHER**

Contracted teacher of English, Journalism and Yearbook.

EDUCATION

9/91-4/94 Eastern Washington University Cheney, WA: B.A. Education - English

ORGANIZATIONS

Chapter Manager, Lone Wolf Harley Owners Group, 5/15-11/17
Director, Lone Wolf Harley Owners Group, 1/15-12/16 (two-year term)
Marketing Coordinator, 2016 Pacific Northwest HOG Rally, 9/15-7/16
Marketing Coordinator, 2014 Pacific Northwest HOG Rally, 8/13-8/14
Communications Officer, Lone Wolf Harley Owners Group, 2/12-12/14
President, Macintosh (computer) Club of Spokane, 4/96-12/01