

Owen Dayoub

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EDUCATION

NEW YORK UNIVERSITY, Leonard N. Stern School of Business
Master of Business Administration, The Langone Program

New York, NY
Expected 2023

UNIVERSITY OF FLORIDA, Herbert Wertheim College of Engineering
Bachelor of Science in Materials Science & Engineering

Gainesville, FL
May 2015

EXPERIENCE

ABB, INC. (Formerly General Electric- Industrial Division)
Account Manager – Electrification Products

New York, NY
2018 - Present

- Plan and implement sales strategies for network of accounts within metro New York City territory to maximize ABB Electrification market share with annual revenue exceeding \$5 million per year and 20% growth in 2019
- Analyze and identify new market opportunities to increase revenue through further penetration of existing markets, finding new customers or end users, or creating a market for a new product offering
- Create channel playbook for NY/NJ district by creating sales data models, reviewing quarterly and yearly order trends, and compiling survey responses to better guide pricing, product development, and strategy discussions
- Train account sales staff on ABB software, product offerings, and go-to-market strategy then monitor performance through quote volume and hit-rate data to identify staff requiring support or areas for improvement
- Supervise projects to improve account support, pricing strategies, and customer service with internal departments and external stakeholders by getting internal buy-in, aligning goals, and effective cross-functional coordination
- Advised and negotiated with account leadership on participating in specific sales programs and initiatives after demonstrating benefits through comprehensive presentations and technical demonstrations
- Conceive and execute marketing promotions to capitalize on new product initiatives, create brand awareness, and strengthen account relations through strategic pricing levels and incentivized sales opportunities

JOHNSON CONTROLS, INC.
Associate Product Manager – Product Support Specialist

Tampa, FL
2017 - 2018

- Developed new product commercialization roadmaps using engineering, operations, and sales department feedback and objectives to plan product features, development milestones, go-to-market strategy, and sales goals
- Translated voice of customer, market, and competitive knowledge into reports strengths and weakness of both JCI product and business process to identify opportunities for growth and improvement
- Designed clear and concise marketing communications such as sales collateral, product information webpages, and customer training presentations to educate and inform on JCI products and solutions
- Supported applications engineering department and sales staff by serving as technical product knowledge expert to assist closing sales opportunities
- Reviewed national sales data to identify local trends that could be researched for reasoning and identify product market fits and gaps specific to certain regions or channel partners

TOM BARROW COMPANY (Regional HVAC manufacturer sales rep)
Technical Sales Assistant – Inside Sales

Jacksonville, FL
2015 - 2017

- Partnered with outside sales engineer to generate over \$3.5 million in books in 2016 which ranked as 7th best of 52 sales teams in company
- Managed over 500 projects from origination to completion, ensuring attention to detail while building customer relationships to drive new and repeat business
- Prepared estimates and submittals to document and clarify project scope after analyzing mechanical blueprints, job specification packages, and requests for pricing
- Studied a wide variety of manufacturers product offerings to understand competitive advantage and applications

ADDITIONAL INFORMATION

- Organizations: New York Cares Volunteer, UF Alumni Association, UF Women's Basketball
- Interests: Volunteering, Standup Comedy, Basketball, Tennis, Hiking, History Podcasts