

Manuel M. Ramos

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Summary:

Seasoned Control Systems Engineer with over 14 years of experience in designing and implementing cost-effective automated systems. Adept at leading teams and collaborating with cross-functional groups to successfully deliver projects in fast-paced, deadline-driven environments. With 3 years of experience in technical sales, I leverage my deep technical expertise to help clients articulate and address their automation needs. My unique background as an engineer enables me to bridge the gap between complex technical solutions and customer objectives, ensuring both clarity and success in every project.

Education:

Florida Atlantic University

August 2002 – August 2007

Bachelor of Science in Electrical Engineering

Work Experience:

RexelUSA

July 2022 – Current

Automation/Product Specialist

- Present technical information, tailoring messaging to both technical and executive audiences.
- Developed Systems for customers' applications based on their requirements
- Partnered with clients to troubleshoot and optimize existing systems, ensuring scalability and alignment with future business goals.
- Conducted cold calls and prospecting activities, generating leads and expanding the sales pipeline
- Acted as primary point of contact for after-sales support, strengthening customer relationships and contributing to repeat business.
- Provided after-sales technical support, ensuring smooth system integration and resolving issues quickly
- Delivered ongoing post-sales training and consultation, empowering clients to utilize solutions fully.
- Partnered with service teams to address challenges, boosting customer satisfaction.

Hilton International Industry

July 2021 – April 2022

Lead Control System Engineer

- Developed a multiple-axis servo control battery winding machine
- Aid the assembly team in wiring and troubleshooting
- Generated manual and technical documents

Syneo LLC

September 2007 – June 2021

Lead Control System Engineer

- Develop software standards to reduce development and debug time
- Provide software solutions to complex control problems.
- Coordinate with the production team on building and troubleshooting
- Worked with customer service on troubleshooting machines remotely
- Synchronize with the sales team to transcribe customer requests into software specifications
- Aided a team of mechanical engineers in developing and debugging machines
- Led a group of software engineers in developing complex systems

Summary of Experiences as a Technical Sales Consultant

Began my career as a Control System Engineer, designing, building, and troubleshooting machines for various industries, ranging from medical to optical to the telecommunications industries. These projects have ranged from one-off custom machines to production cell systems. Working with a team of engineers to lead teams of engineers while engaging customers to ensure the final product meets the specification and is aligned with future goals and meets industrial standards.

After 14 years, I have reached the pinnacle of my career path and decided to evolve into the sales side of the business. Over the last three years, I have refined my presentation skills, making calls to clients to discuss their roadblocks and future concerns, while also addressing productivity and industry standards, as well as discussing future regulatory requirements, industry standards, and government security standards required for the critical industry. The next step after establishing the talking points was to identify the decision-makers and present them with the necessary information to demonstrate productivity improvement, reduce downtime, and show ROI.

Blending my unique background in engineering, combined with presenting relevant information needed for the decision maker, and following the project through completion, while managing customer expectations and following up with the customer on any post-sales concerns. During the commissioning of the project, I was able to embed myself in the day-to-day activity to understand the business shortcomings in their process to recommend other products to help reduce downtime and improve productivity. These sales activities have led me to be an effective sales consultant.

For example, the Boca Raton Water Treatment and Wastewater Treatment plant required infrastructure updates to meet CISA (Cybersecurity and Infrastructure Security Agency) requirements for critical infrastructure in the future. After analyzing the current infrastructure's security shortcomings, a presentation was assembled to address the concern. The administration team was eager to update the systems as soon as possible to minimize its liability in the event of a cybersecurity incident. During my time there, while the systems were being updated, I was able to integrate myself into their day-to-day operations and identify other areas for improvement. Another example is the backup and tracking of code changes to the control system, which led to a subsequent presentation on code backup and monitoring for disaster recovery. Ultimately, with the systems in place, they have been hardened, offering the added benefit of reducing downtime through disaster recovery and maintaining a supply of critical parts.

Another example is the Pinehurst Wastewater Treatment Plant in West Palm Beach, which has aging infrastructure that requires updating critical components that were becoming increasingly difficult to source and prohibitively expensive to acquire. The solution was presented to update the system to newer components that were readily available and to offer the necessary service to complete the modernization. As before, I embed myself with the service department to manage the installation, address concerns, and provide post-sales support to address any concerns that arose after the installation was completed. Because of this level of service, Rexel's service department has won additional service contracts for other water treatment plant.

In conclusion, my unique background in engineering integrates with my role as a sales consultant in a powerful combination that allows me to speak to the client and follow through to implement and provide after-sales support in a way that increases customer satisfaction and retention.