

CRAIG ADAMS

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Profile: Sales and Marketing Professional, with diverse industry experience. Unique complement of sales, marketing, advertising, and operations background. Very good “people” skills. Able to develop the teams, processes, and synergies that enable consistent corporate growth. A leader who listens and encourages. Skilled at learning and applying new technologies. Strong time-management and multi-tasking skills. Solid work ethic.

Inclusive Experience:

Account Management
Project Management
National Account Sales

Team Development / Motivation
Solution Sales
Improving Operations Models

High Tech Sales
B2B / B2C
Contract Negotiations

Employment History:

Sourcery, LLC. Foothill Ranch, CA 2000 – Present
Manufacturer of custom wire and cable harnesses

OUTSIDE SALES

- Developed expert knowledge of the wire and cable industry.
- Manage and grow a national level account base of large corporations and independent contractors.
- Consistently meet or exceed sales goals; sales ranged from \$5 to \$60 thousand.
- Strengthening skills in solution sales, presentations, inventory management, and account management.

MLC Business Services. Foothill Ranch, CA 2000
Internet based import/export services company

ACCOUNT MANAGER

- Helped start up import/export companies seeking a web presence.
- Developed foundational sales skills, including: overcoming objections, cold calling, presentations, time management, relationship sales, and multi-media advertising.
- Achieved 100% of the company’s sales revenues; helped launch this business and establish its market presence and reputation.
- Developed a national level customer account base.

Wonderware Corporation. Irvine, CA 1995 – 1999
Supplier of industrial automation software

FACILITIES MANAGER – WAREHOUSE SUPERVISOR

- Negotiated all contracts for products and services.
- Researched, purchased, oversaw installation and training for the new corporate telecom system.
- Analyzed warehouse, shipping and inventory models; implemented best practices which turned around operations in these areas and increased efficiencies.
- First facilities manager to ever successfully achieve operational budget goals.
- Hired, trained, and managed personnel. Direct reports: 10.

Signal Vision, Inc. Lake Forest, CA 1993 – 1995
Supplier of cable television hardware

CUSTOMER SERVICE – WAREHOUSE MANAGER

- Overhauled the entire freight/inventory/warehouse management model for this company; designed and implemented changes to these functions, which remain corporate operational standards to this day.
- Designed and continually improved upon sales reporting; this would prove vital to maintaining inventory levels, shipping management, and customer satisfaction levels.
- Provided quick and accurate support to outside sales groups and customers.
- Set new benchmarks for performance in all areas of product delivery, sales support, customer service and fulfillment. Recognized by senior management for valuable contributions.

Kennedy Communications. San Juan Capistrano, CA

1989 – 1993

Supplier of business telecom and LAN solutions

CUSTOMER SERVICE – SERVICE TECHNICIAN

- Met directly with over 200 customers per year as a field service technician.
- Helped mentor new service technicians.
- Promoted quickly from a sales support capacity to direct sales; established foundational skills in solution and high tech sales, determining customer technical needs and successfully closing the sale.
- Organized the parts department; took the process from chaos to a systematic and efficient process; this directly improved sales, and consequently, bottom line profitability.

New Wave Converting, Inc. Ontario, CA

1986 – 1989

Supplier of customized packaging

WAREHOUSE MANAGER

- Hired, trained, and developed team members. Direct reports: 4.
- Designed and implemented changes to inventory management; these changes had a positive impact on nearly all aspects of operations.
- Promoted quickly to this title, from initial roles in shipping and receiving.

Education:

Commercial software includes: MS Word, Excel, and Outlook.

Specialized software and hardware includes: AT&T Definity Communications System Administration, Definity Audix System Administration, ADT Security System Administration. FedEx, UPS, and Instatrack systems.

Certifications:

BUSINESS COMMUNICATIONS SYSTEMS.

Certified in BTC109H – Definity Audix System Administration

AT&T GLOBAL BUSINESS COMMUNICATIONS SYSTEMS

Certified in BC1400A-Definity Communications System Administration