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## Sales and Marketing ~ Business Development ~ Vendor Financing ~ Account Management ~ Lease Financing ~ Six sigma green belt trained

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Customer focused, highly successful with **20+ years' rich experience** in building relationships with key decision makers, seizing control of critical problem areas and delivering on customer commitments; major experience across all facets of Sales, Marketing, Business Development, Strategic Management & Leadership, Vendor Financing, Lease Financing, Account management and executing innovative measures to enhance business. Proven expertise in implementing a wide range of ideas in new business establishments, sales, financing, business diversification and operations. Exceptional capabilities in developing and nurturing business relations with key clients to ensure regular and repeat business opportunities. Dexterous at aligning well and working cross functionally with credit, risk, asset management and operations. Adept at mapping market dynamics to draw vital inputs to facilitate designing/realignment of marketing/sales strategies to combat competition and sustain leadership position. Exceptionally well-organized with a track record that demonstrates self-motivation, creativity, determination, commitment and initiative to keep learning and hence achieve both personal and corporate goals. Six sigma green belt trained and tested.

### PROFESSIONAL VALUE OFFERED

Innovative Marketing skills	Sales Execution	Lease Financing	Account Management
Business Development	Cross functional expertise	Communication	Coordination
Vendor Financing	Customer Service	Business Operations	Six sigma certified
Client Servicing	Team Management	Work Ethics	Leadership skills

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### PERFORMANCE MILESTONES

- Set and fine-tuned an excellent vendor finance program with GE security as their exclusive authorized channel partner for commercial finance, focused on productivity and operational efficiency translating into cost savings and bottom line improvement.
- Instrumental in recognizing vendor partnerships across multiple capital equipment industries and contributed to the business which registered a significant growth from \$25M entity to \$140M.
- Steered the yearly gross margin targets- 105% -115%, lease volume and new vendor partnership goals. Transaction sizing ranged between \$250K TO \$5M.

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### CAREER PROGRESSION

**Senior Business Development Manager**, Varilease Technology Finance Group, Aug 2008 to Jun 2010\*

- Accountable for coordinating and closely working with the GES's sales teams, the GE Dealer base and their business partners to drive finance and gross margin volume for the organization.
- Pioneered a vendor finance program with GE security, (GES is a 1.8B General electric entity), as their exclusive authorized channel partner for commercial finance.
- Efficiently implemented direct touch and web based programs to leverage growth and expansion.
- GES's dealer base consists of 800 dealers across three marketing channels with transaction sizes ranging from \$100K to \$3M.
- Presently associated as an agent with the organization.
- Key player in analysis, development, and implementation of strategic business plans & policies, ensuring organizational growth, targeting maximum profitability & cost effectiveness.

**New Business Development & Regional Finance Manager**, GE Commercial Finance, Apr 2000 to Aug 2008

- Responsible for directing new business development and new lease originations for the Referral platform. Carved a niche by successfully contributing to the growth of the business driving it from a \$25M entity to \$140M.
- Notably the new business development accounted for 28%, (\$40M), of the team's total production year over year.
- Identified vendor partnership's across multiple capital equipment industries. Equipments encompassed an array of products including machine tools, plastic injection molding, test equipment and commercial furniture amongst others.
- Designed & executed business enhancement strategies that actively worked with the vendor partner's senior management, C-Level and their sales teams.
- Accomplished responsibility managing direct touch, lease training seminars, trade show participation, providing GECF's technology and web based capabilities.
- Associated closely with the vendor partners to envisage relationship management in finance program development.
- Liaised well internally with the company's credit, asset management, technology and operations personnel.
- In 2005, showed exemplary performance in improving the organization's residual investment in machine tool market in order to offer a better competitive fair market value financing product.

- Mentored and motivated the internal sales team by coaching them on the sales and marketing process, prospecting and closing business, partner development, and tips on becoming successful as a part of the company.

#### **Regional Finance Manager, Vendor Financial Services**

- Acknowledged as the 'Regional Sales Manager' of the year 2003.
- Judiciously managed vendor and end user relationships in order to close transaction sizes ranging from \$500K to \$10M.
- The product areas included telecommunications, computing, networking and data products.
- Successfully developed a territory of data and telecom resellers to transition the business platform to a broad based technology-financing group from an OEM / Telecommunications unit.
- Responsibilities included creation of new vendor relationships, financial training for success, and gaining access to the vendor pipelines for new end user financing opportunities.
- Cautiously identified and closed end user transactions at the C-Level.

#### **National Account Manager, AT&T Capital / CIT Systems Leasing, 1989 to Apr 2000**

- Closely associated with strategic fortune 500 accounts and their senior level managers comprising of CIO, CFO, Corporate treasury and senior level IT managers.
- Judiciously handled complex lease structure with deal sizes ranging from \$1 MM to \$20MM.
- Actively involved in managing the buying, selling, and leasing of high technology equipment lease through the residual realization of the company's investment in the equipment and the end user client.
- Meticulously managed the buying, selling and leasing of high technology equipment whose markets include IBM/HDS/Amdahl mainframes and peripherals, Unix, PC Desktop, Network markets and Capital Equipment.
- Directed all aspects of territory management including prospecting, seminar presentations, customer technology planning, trade shows, OEM vendor relations and ongoing customer relationship management.
- Dynamically managed and negotiated 30 Master Leases and associated equipment schedules.
- Strategically planned and achieved presidents club every year and produced the largest gross margin transaction in 1996, \$1.8M.
- Regularly prepared service related reports covering all vital activities information for onward submission to the top management.
- Developed and implemented innovative ideas of administrative procedure for saving time.

#### **Product / Asset Manager, CMI Corporation, 1980 to 1988**

- Involved with various IBM and Non-IBM computer products.
- Shouldered the responsibility of providing the sales force with the market pricing for the sale and lease of new and used technology products from the company inventory and from the market place.
- Successfully managed the equipment markets to ensure profitability.
- Proactively supported the sales force by way of product seminars, customer visits, product training and technical help.
- Engaged in managing the CMI's lease portfolio within his area of product expertise. This encompassed setting residuals, inventory management, managing the disposition of off-lease equipment inventories and residual / investment.

#### **Account Manager**

- Responsible for selling and leasing new and used IBM computer systems and consistently achieved the scheduled quota.
- Drove the initiative of developing customers throughout the United States by cold calling, working with hardware and software vendors, client referrals and computer dealers.

#### **Zone Sales Manager, Burroughs Corporation, 1977 to 1979**

- Led the sales team comprising of 5 to 7 territory sales managers and achieved 100% of quota year after year.

#### **Territory Sales Manager**

- Trained in salesmanship, hardware training, system software training and application software training.

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### **EDUCATION**

- B.A- Economics & Management, Albion College, 1977
- GE Six Sigma Green Belt Trained and Tested via DMAIC Exam, May 2003
- Numerous GE Training seminars in Sales leadership

### **COMMUNITY ACTIVITIES**

- Oakland Live Y'ers Swim Club Board of Directors
- Orchard Lake Community Church – Presbyterian / Mission and Outreach
- Huron Valley Hospital's Community Relations Board