

# BRAD BREITNER

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## NATIONAL ACCOUNT MANAGER

STRATEGIC SALES PLANNING - RELATIONSHIP MANAGEMENT - MARKET EXPANSION

Results-driven sales strategist with a 30 year record of achievement and demonstrated success driving multimillion-dollar revenue growth while proving visionary sales leadership in highly competitive markets. Solid track record securing key clients and increasing product distribution to grow market share. Resolute in building new business, securing client loyalty and forging strong relationships with external business partners. Exceptional mentor and coach; combining business acumen with innate leadership abilities to recruit, build and retain top-performing sales teams

### KEY STRENGTHS

- OEM design and project wins with Fortune 2000 accounts
- Multi-million dollar negotiations
- Project planning with finance, marketing, engineering, operations
- Interpret common technical journals and legal documents
- ITAR, MIL-SPEC, ISO, Export ownership, Declaration of end use
- Channel expansion for strategic growth
- Budget administration / P&L organization
- Strong negotiation skills
- Defining project scope and specifications.
- Advanced relationship selling techniques

### EXPERIENCE

WURTH Revcar eTimberline Commerce City, CO

**New Business Development Key Account Manager**

July 2020 > August 2023

- Generated new sales of 2021-190K, 2022-219K, 2023-104K of VMI and CMI programs and packages in the territory; identify, pursue, and acquire potential customers in current and new markets
- Focus on large-potential customers within the manufacturing industry
- Ascertain customer needs; identify and introduce new products and services

Expand customer base for fastener, industrial and MRO products.

Maintain customer relationships through effective problem-solving and communication.

Proven ability to hunt and sign new customers. Prospect new markets for accounts >500K.

Hudson Technologies Ormond Beach, FL

**Western Regional Sales Manager –**

Nov. 2018 > April 2020

- Responsible for Fortune 1000 accounts in Western USA, Canada and Asia.
- Increased sales representation in region by adding dedicated Man. Reps in 8 new states
- Attained 115% revenue increase. Major contracts with Tier 1 Aerospace and DOD contracts

Deep Draw/Metal Stamping Metal parts & service manufacturer high performance metals including Stamped Diaphragms. Industries served: aviation, aerospace, commercial battery, electronics, flow control, implantable medical devices, irrigation, oil and gas technology, semiconductor capital equipment and automotive.

APICS.ORG Chicago, Illinois

**Global Business Development Manager**

Jan. 2015 > Nov. 2018

Build-out new direct and indirect international account base. Sold instruction, materials, certifications, and membership on behalf of local chapters in districts. Expanded business relationships and increased revenue in markets. Carried out successful cold calling and personal marketing into Fortune 2000 manufacturing sector accounts.

- Developed penetration plans, pricing, and channel program strategies.
- Attained \$650,000 in new revenue in 2015 for new division.
- Finished 2016 at \$1,400,000 and \$2,100,000 in 2017. Tracking to finish 2018 at \$2,400,000.

## ZERO CORPORATION

Salt Lake City, Utah May 2013 > Sept. 2014

### VP of Sales

Managed accounts such as Northrop Grumman, Lockheed Martin, Rockwell Collins, Chemring, Raytheon, Boeing, L3, Motorola, MOOG, Insitu, DoD, DHS, and General Dynamics. Oversaw direct reports including EMEA Sales, Inside Sales, Regional Sales Managers, and Manufacturer's Reps. Established new inside and outside sales managers and implemented new marketing strategies.

- Expanded international sales team productivity through use of expanding existing accounts, winning new contracts, and expanding into new market segments.
- Increased revenue from \$22,000,000 to \$26,000,000. Won 15 RFPs for \$3,300,000 of new revenue.
- Implemented initiative with SBAs & 8(a) and won \$1,200,000 in new revenue.
- Worked closely with customer design-in functions to secure and design highly engineered system/subsystem custom products.
- Developed dual model (direct sales and manufacturer's representative) sales force within four months.

## BREITNER & ASSOCIATES - MANUFACTURER'S REPRESENTATIVE, LLC

**Senior Manager, OEM/ODM**  
2013

Camas, WA July 2008 > May

Organized a client base consisting of retail chains, PC OEMs, Rugged Tablet OEMs, Tier 1 System Integrators/VARs, local/state/federal Government and Defense agencies, and IT distributors, with accounts including Lenovo, DELL, Toshiba, Samsung, HP, Amazon, and Best Buy. Created new revenue through design-in contracts (2008 - \$1,100,000, 2009 - \$1,800,000, 2010 - \$2,200,000, 2011 - \$1,900,000, 2012 - \$2,300,000) through OEM and channel distribution representing consumer electronic accessories, data security, and storage hardware and memory product companies in China and Taiwan.

- Established new sales revenue 2008>2013 of \$3,100,000, focusing on top 1,000 state school districts and selling to K-12, HI ED, and commercial marketplace for Western states representing SMART & e-Beam interactive products.
- Developed and executed sales strategies with government agencies, Tier 1 Channel and OEM clients in the Americas, and APEC & EMEA.
- Interpreted client requests, created first article with design engineers, and defined project scope and specifications.
- Technical project management timeline experience, with a broad technical aptitude.

## CASE LOGIC

**OEM Sales Manager**

Longmont, CO March 2006 > March 2008

Developed, managed, and won new design-in contracts with OEM clients, such as Western Digital, DELL, Seagate, Garmin, Toshiba, SanDisk, Lenovo, Microsoft, Honda, Taser, and Motion Computing. Formulated third-party channel strategies with Ingram Micro and TechData. Presented market trends to support internal product development and marketing efforts involving OEM projects in EMEA and Asia.

- Established relationships with key OEM/ODM manufacturers to maximize sales and exceed profit margin target at average of 18%.
- Achieved new revenue 2006 (\$6,800,000) and 2007 (\$8,200,000) revenue target. □ Earned new revenue of \$2,100,000 average of new product placement per year.

CRU-DATAPORT  
**Director of OEM Sales**

Vancouver, WA March 2002> March 2006

Secured new global distribution and OEM design-in business with: DELL, HP, Micron, Tech Data, Ingram Micro, DOD, HomelandSecurity, Ministry of Defense-UK, L3, Lockheed Martin, SAIC, and Northrop Grumman for design-in custom IT security products.

- Increased target revenue from \$6,200,000 in 2002 to \$12,200,000 in 2006
- Led sales department product planning, new sales revenue, and forecasting for Tier 1 OEM/ODM and channel clients.

## **ADDITIONAL EXPERIENCE**

**LOGISTIX, Group Manager, Business Development & Sales**  
California 1995-2002

Bellevue, Washington & Fremont,

Achieved annual Microsoft replication and supply chain fulfillment contracts with Tier 1 OEM and VAR. Revenue growth 1996 2.4M to 8.2M in 2000

**MEMOREX, Region Sales Manager**

Fort Worth, Texas 1988-1995

Achieved 7.1M new revenue 1990>1995. Sold OEM custom design work and distribution of consumer electronic with national retail accounts.

**3M, Sales Representative**

St. Paul, Minnesota 1983-1988

New department under the Health Care Division, Retail, Distribution. Achieved new revenue 1983 50K to>1988 2.2M

## **CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT**

Negotiation Training - WURTH 2021  
SCOR Professional (SCOR-P) Endorsement, 2017  
Sales Builders, 2015  
Navy Marine Corps Intranet (NMCI) Training, 2004  
Sandler Sales Training, 2002  
Karrass: "The Negotiating Game," 2001  
Microsoft - Managing Strategic Relationships, 1996  
Franklin Covey: "7 Habits of Highly Effective People,"  
1995 3M - Miller Heiman "Strategic Selling," 1985

## **EDUCATION AND TECHNICAL SKILLS**

Major Course work completed towards a BBA at U. Of Phoenix, U. of Utah, U. Of Toledo and Ferris State College.  
MS Office, Salesforce TEAMS, ZOOM, WebEx, and all business social media