

Michael A. Carmito

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PROFILE

Senior Sales Management Executive with over twenty years of proven achievements in driving profitable revenue growth and leading high tech organizations through strategic change. Effective leader with demonstrated ability to identify new market opportunities and develop highly motivated teams in competitive business environments. Professional expertise includes executive sales leadership, strategic and global account development, and demand creation selling. Extensive experience in the development and presentation of complex value propositions to “C-level” executives of Fortune 1000 companies.

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

CREO, INC., Vancouver, British Columbia, Canada

xxxx – xxxx

(Acquired Scitex's Graphic Arts Divisions in April xxxx)

Leading manufacturer of advanced imaging products, software, systems, and services for the graphic communications industry. Services include training, consulting, and technical support. Company sales of \$540 MM with 4,000 global employees.

Vice President of Sales/Corporate Director Sales Development, Billerica, MA (xxxx – xxxx)

Appointed Vice President of Sales (post-acquisition) for Creo's Customer Solution Center for the Americas.

Directed activities of 175 employees, including a management staff of 17 direct reports with a \$34 MM sales budget. Led the strategic efforts of all North/South American operations to transform the sales and marketing teams from “demand fulfillment” to “demand creation” units designed to capitalize on new market opportunities.

- Led the sales efforts that resulted in delivering, on average, over \$160 MM of annual revenue.
- Motivated a national sales team, achieving a market share of over 46% and 9,000+ accounts.
- Led the sales team in delivering quarter over quarter sales growth of 7 – 10% in a marketplace that was contracting at a rate of 28% annually.
- Launched *Social Media Sales Group* resulting in first year revenues of over \$9 MM, capturing significant market share against new and entrenched competitors.
- Created the vision for and led Creo Americas transformation from a model of servicing existing demand to creating demand for Creo's solutions, increasing annual revenue by \$10 MM and reducing discounts over 20%. This successful and profitable initiative was then adopted worldwide.
- Realigned the sales team from a single monolithic organization into individually defined business units, each with specific profiles and metrics for performance and future success.

Zone Sales Director (Eastern Zone), East Rutherford, NJ (xxxx – xxxx)

Managed and directed the sales and sales support activities for an \$85 MM business unit consisting of 40 employees – 3 regional sales managers, 25 sales representatives, 8 technical consultants, and 4 administrative personnel at 2 regional sales facilities.

- Developed and implemented a process of applying “best of breed” sales practices to all “must win” accounts. This process, adopted nationally by Creo, became known as a Mastermind Session, resulting in a significant increase in sales win rates and larger revenue transactions.

Regional Sales Director (Mid-Atlantic Region), East Rutherford, NJ (xxxx)

Directed and oversaw sales and sales support activities for the Mid-Atlantic Region, a \$40 MM business unit consisting of 17 employees – 10 sales representatives, 5 technical consultants, and 2 administrative personnel at a regional sales facility.

SCITEX AMERICA CORPORATION, Bedford, MA

xxxx – xxxx

Sales, marketing, and service subsidiary for an Israeli high-tech manufacturer of products, software, and systems for the graphic communications industry. Company with \$243 MM annual sales holds more than 700 patents and employs over 1,300.

Regional Sales Director (combined Eastern/Southern Regions), East Rutherford, NJ (xxxx – xxxx)

Directed revenue generation for the largest business unit at Scitex America. Managed the sales and sales support activities for a 23-state area, representing 40% of the total company's annual revenue. Guided and directed the sales and sales support activities of 24 employees – 15 sales representatives, 7 technical consultants, and 2 administrative personnel.

- Implemented sales strategies that resulted in a 64% increase in sales volume for the regions.
- Achieved President's Club in xxxx, xxxx, and xxxx for the #1 performing sales region.
- Increased regional sales volume by 51%, from \$20 MM in xxxx to \$31 MM in xxxx.

District Sales Manager (Northeast District), East Rutherford, NJ (xxxx – xxxx)

Managed and directed sales activities for 6 sales representatives and \$16 MM in sales, also supervising the activities of 3 Certified Partners within the district.

- Achieved position of #1 Sales Manager for xxxx with top performing sales team.

District Sales Manager (Mid-Atlantic District), East Rutherford, NJ (xxxx – xxxx)

Supervised 6 sales representatives and \$14 – \$16 MM in sales.

- Achieved xxxx President's Club as #1 Sales Manager from a field of 11 districts.

Sales Manager (Professional Sales Group), East Rutherford, NJ (xxxx – xxxx)

Launched and managed sales activities for a 6-rep new market group, focused on small to mid-sized graphic arts firms and professional photographers. Exceeded sales goals, achieving over \$11.5 MM in annual sales.

- Exceeded xxxx sales targets and qualified for xxxx President's Club as District Manager.

Sales Representative, East Rutherford, NJ (xxxx – xxxx)

Accountable for all sales activity for a portfolio of advanced electronic pre-press systems.

- Achieved position of #4 Sales Representative nationally from a field of more than 100.
- Generated 185% of quota for first 12 months of employment.

EASTMAN KODAK ELECTRONIC PRINTING SYSTEMS, Bedford, MA

xxxx – xxxx

District Sales Manager, Ft. Washington, PA

EDUCATION

RIDER UNIVERSITY, Lawrenceville, NJ

Master of Business Administration, xxxx

Bachelor of Science in Business Administration, xxxx

SALES AND MARKETING EXECUTIVES INTERNATIONAL (SMEI)

CSE – Certified Sales Executive, xxxx

DALE CARNEGIE TRAINING

High Impact Presentations (2 day seminar), xxxx

Leadership Training for Managers, xxxx