

Ronald W. Moore
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Summary

Sales Professional with over 25 years of experience, dedicated to the successful achievement of company, customer and personal goals. Strengths include, proficient use of consultative sales processes, extensive knowledge of technology solutions, and market-share growth by developing long-term customer relationships.

Proven accomplishments:

- Promoted from Milwaukee Vice President, to Company Vice President in 2019
- Successful launch of new Milwaukee Office Location of Automation Arts
- Built and managed successful group of Sales and Account Executives
- Exceeded sales goals and company objectives
- Customer targeting, acquisition and retention
- Successful multi-state account management

Professional Experience

Automation Arts, Milwaukee, Wisconsin

Vice President

2016-Present

- Launched the Milwaukee Offices of Automation Arts in 2016
- Played a key role in the Milwaukee market, growing our business from 2 employees in 2016, to 15 full time employees in 2019
- Helped design and build the new Automation Arts Menomonee Valley Offices opened in April of 2018.
- Played a key role in growing Automation Arts from \$3.8 Million in 2016, to \$13.5-Million-dollar company in 2019 with a projected growth to \$16 million in 2020
- Created Philanthropic partnerships with Milwaukee based group. (TrueSkool)
- Played a key role in creating a partnership with the Milwaukee Bucks and other high-profile Milwaukee based companies.

Techteriors, LLC, Mequon, Wisconsin

Major Accounts Executive - Commercial Sales

June 2005- 2016

- Continually increased company sales and profit margins over the last 10 years
- Achieved \$4.1 million in Commercial Audio Video sales in 2015
- Develop and managed Commercial account relationships with local and national companies
- Determine customer needs, generate proposals, and final negotiation of contracts
- Ensure clients receive the highest level of customer service from staff and that all objectives are met
- Assist in identifying new business opportunities and cost-effective solutions for the end user
- Managed and coached sales team in areas of business development, pricing strategy and client retention
- Responsible for development of yearly sales forecasts

- Assisted in the development and growth of Electrical Division, including strategic planning, sales and talent acquisition
- Developed strong relationships with facility teams, IT Departments and end users
- Managed the construction of the Delafield "Innovation Center"

Total Mechanical, Pewaukee, Wisconsin

Account Executive

June 1997- 2005

- Consistently met or exceeded monthly and annual sales goals
- Developed and executed sales strategies to penetrate existing and new accounts within the HVAC Commercial and Residential markets, focused on radiant heating solutions for high-end users
- Managed a staff of 19 Technicians, service teams and project managers
- Responsible for requirements gathering, estimating, installing and servicing HVAC systems for Commercial and Residential clients
- Responsible for New Construction Division profit and loss, acquiring and managing talent, including negotiating purchasing of products from multiple vendors
- Fulfilled a wide range of requests for information concerning existing products and new product development from prospective and current customers
- Performed yearly employee performance reviews
- Responsible for ensuring proper staffing levels for sold business
- Client base consisted of over 40 diverse General Contractors, Architects and end users throughout Wisconsin, Michigan and Illinois
- Responsible for end-user training

Air Control, HVAC, Sussex, Wisconsin

HVAC Technician

June 1992- 1997

- Responsible for designing, installing and servicing HVAC systems
- Developed skills in architectural sheet-metal installation, including hot iron soldering and fabrication of ductwork

Education

- Arrowhead High School, Hartland, Wisconsin
- CTS Certified through Infocomm and Registered Outreach Instructor through CEDIA
- Certified in sales for Smart Technologies, Crestron, Savant, Control4, Lutron and Polycom Video Conferencing systems
- Attended multiple sales and project-management courses over my 25 years in the MEP Industry
- Ongoing Leadership Training through "Lift Consulting"

REFERENCES AVAILABLE UPON REQUEST