

## WILLIAM P. CEGLES

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Strengths: Learning, Responsibility, Connectedness, Achiever, Deliberative

### SUMMARY

A confident, seasoned Sales Professional with diverse experience building profitable territories for OEM's. Recognized for "hands-on" and innovative sales management and marketing expertise with exceptional strengths in listening and learning. Connected in the sales process; connecting talents, actions, mission and success.

A degreed engineer with a master's degree in business. Responsible for planning and maintaining a travel schedule with frequent customer contact, maintaining existing accounts and new business development. Familiar with databases, CRM's, and E-Marketing to find, cultivate and maintain customer relationships. I am an achiever, challenged by what lays ahead, a self-starter with a strong deliberative work ethic. Seeking a role that requires forms of technical competence, enjoy acquiring technical expertise.

### EMPLOYMENT

**DELTA SYSTEMS & AUTOMATION** – Rogers, AR. 2002 – 2009

PC/Software based horizontal wrapping and distribution systems.

**Senior Manager of Sales, Southeast**, based out of Greensboro, NC

Revitalize the southeastern territory.

- Cultivated key accounts within P&G, Unilever, McKee Foods, Dawn Foods, Sara Lee, Wrigley's, and General Mills. All became repeat clients.
- Increased sales year over year from less than \$1MM in 2002 to a high of \$4.8MM in 2006. Territory sales of \$2.9MM prior to company emerging from bankruptcy in 2007. Sales of \$1.5MM in 2008 and \$1.1MM in a shortened 2009 year.

**ELLIOTT MANUFACTURING COMPANY** – Fresno, CA. 2001 - 2002

A supplier of end of line packaging machinery for OEM's and end users in the Food, Household, Personal Care and Pharmaceutical markets.

**East Coast Regional Sales Manager**, based out of Greensboro, NC

Territory includes the geographic region east of the Mississippi River. I worked directly with key accounts. Developed relationships with manufacturer's representatives.

- Performed direct sales for key accounts in the region, i.e. Bristol-Meyers, Convatec, Abbott Labs, Merck, Kraft, P&G, International Paper, Keebler Co., McKee Foods, Clorox, J.M. Smucker's.
- Sales training of new representatives. Placed four new agencies with the territory.

**C-F PACKAGING MACHINERY, INC.** – Greensboro, N.C.

1988-2001

**Sales Manager/Owner**

- Built a successful manufacturer's representative company, covered six states and employed seven people. Managed the day to day operations, including sales, office management, financial statements and year end reports.
- Developed accounts such as Abbott Labs, Bayer, Black & Decker, Planter-Lifesavers, Tyco Healthcare, all repeat clients. Provided turnkey systems for Konica & Merck.

**SERAC, INC.** – Addison, IL.

1984 – 1988

A manufacturer of liquid filling and capping machinery used in the packaging of non-carbonated liquids.

**V.P. Sales and Marketing**

- Developed sales and marketing strategies to capture domestic and international business.
- Sales team increased sales from \$500,000 in 1984 to \$12 million in 1988.
- Managed an office and sales staff of 8 team members responsible for the sales and marketing of the product line including pricing, advertising, forecasting and trade shows.
- Set up national sales force including sales training, manuals and procedures.
- Established name brand within its industry through advertising, trade shows, sales conferences and public speaking events both domestically and internationally.
- Opened markets in the food, petroleum & paint industries, sales team ensured that customers such as Exxon, Texaco, Valvoline, P&G, Coca Cola Foods, Pepsi Cola, Coca Cola, Sherwin-Williams, DuPont & Glidden. All became repeat customers.
- Opened up market for complete turnkey system integration, Sun Oil Company & China-Gulf Oil Company.

**Education**

MBA, Lake Forest School of Management, Lake Forest, IL.

BSME, Bradley University, Peoria, IL. (Majored in Machine Design & Manufacturing.)

**Additional Training**

- Sales Management & Psychology of Achievement.
- Your Time & Your Life – Charles Hobbs
- Time Management Skills – Fred Pryor

**Community Involvement**

Organized, managed and worked with volunteers.

Gate City Kiwanis Club, Past President.

Kiwanis Division 8 Lieutenant Governor.