

James R. Patterson

North Wales, PA 19454

Professional Experience



VP/Director, Sales, RF & Microwave Products

July 2001 – December 2003

- *Responsible for recruiting, hiring, training, directing, measuring and controlling the inside and outside sales effort of a 150M\$ Division.*
- *Deployed a Web based Sales Force Automation tool capable of tracking and forecasting new business opportunities.*
- *Responsibly managed the sales component of the Divisional Profit and Loss statement to ensure profitability.*
- *Coordinated direct sales activities with Avnet's specialized Contact Manufacture sales channel.*

VP/Director, New Business Development, RF & Microwave Products

January 1998 – July 2001

- *Responsible for managing a 25 person technical sales support team in North America*
- *Grew sales 70% over a two-year period.*
- *Created demand by driving new component technologies into expanding applications.*



Montgomeryville, PA

Vice President Worldwide Sales, Solid State and Components

June 1996 – January 1998

- *Responsible for planning, leading, and controlling the personal selling activities of a 75M\$ Business Unit*
- *Responsible for recruiting, hiring and training a technical sales force.*
- *Automated aspects of the inside and outside selling effort.*
- *Drove sales programs that were jointly developed with vendors.*

National Sales Manager

June 1994 - June 1996

- *Responsible for developing and implementing a specialty sales approach for a Business Unit in North America.*
- *Developed an inside/outside team selling approach.*
- *Grew sales and gross margin contribution consistently 20-30% year to year.*
- *Created a leadership position in the distribution of RF & Microwave power components.*

Regional Product Marketing Manager

January 1992 - June 1994

- *Responsible for providing technical support to field sales.*
- *Visited customers with Field Sales Engineer on the East Coast.*
- *Focused on the Solid State and Components business unit and target RF & Microwave accounts*

District Sales Manager

August 1990 - January 1992

- *Responsible for the sales of all products in East Pennsylvania and South New Jersey*



Montgomeryville, PA

Regional Sales Manager, RF Products, Asia Pacific/Japan

April 1989 - August 1990

- *Responsible for 5-6 million dollars in sales*
- *Established and managed a representative network*
- *Traveled to the Asia Pacific Countries quarterly*
- *Issued quotations and tracked the major accounts*

Product Marketing Engineer

November 1986 - April 1989

- *Provided sales support for the central U.S. and Asia Pacific/Japan territories*
- *Reviewed customer procurement specifications*
- *Established pricing and negotiated price*
- *Provided technical support to field sales*



Somerset, NJ

Export Sales Engineer

November 1985 - November 1986

- *Developed new international business*
- *Serviced existing accounts through a representative network*
- *Coordinated the technical interface between customer and the internal engineering department*
- *Reviewed specifications and quoted prices*

Education

*LaSalle University, Philadelphia, PA
M.B.A. with a Marketing Specialization, December 1990*

*The Pennsylvania State University, State College, PA
B.S. in Electrical Engineering, December 1984.*

*The Wharton School of the University of Pennsylvania
Aresty Institute of Executive Education
Sales Force Management seminar, July 1994.*

*The Executive Technique, Chicago, IL
The Listeners' Point of View, Presentation Skills Program, December 1994.*