

## **ETHAN FROUNFELKER**

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### **Sales Engineer / Business Development Manager**

**Documented success in engineering sales and sales management.**

Senior engineering sales executive with the big-picture vision, leadership, and tenacity to successfully penetrate new markets, capture market share, and accelerate corporate revenue growth. Proven expertise in sales, strategic marketing, and contract negotiations. Won the largest sale in company history, a multi-million dollar, multi-year contract. Highly motivated to outperform the competition; consistently sets and achieves personal goals above corporate expectations. Dynamic sales manager skilled at developing sales teams to peak performance.

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### **CORE COMPETENCIES**

Strategic Business Planning & Leadership ♦ Forecasting ♦ Distribution Management ♦ Account Retention Strategies  
Sales Development Life Cycle ♦ Business-to-Business Sales ♦ Staff Training & Mentoring ♦ Customer Support  
Microsoft Office Proficiency ♦ P&L ♦ Key Account Management ♦ Contract Negotiations ♦ Needs Assessment

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### **EXPERIENCE & ACHIEVEMENTS**

MERCER MIDWEST, LLC, WAUWATOSA, WI • 2003 – 2010

*Advanced through positions of increased accountability for engineering sales and business development based on consistently exceeding goals and expectations. Leading reseller of industrial electrical products, selling primarily to Original Equipment Manufacturers (OEM's) throughout Wisconsin and the Upper Peninsula of Michigan. Services provided include: engineered sales, market penetration, market planning, and planned growth. Products sold include: electrical enclosures, motor control centers, switchgear, PLC's, HMI's, industrial network communication devices, surge suppressors, variable frequency drives, electronic soft starters, and transformers. Annual sales of \$15M with 8 employees.*

**Business Development Manager & Sales Coordinator • 2009 – 2010**

In charge of managing the outside sales force. Determined effective strategic marketing and sales strategy based on in-depth research. Integrated company procedures to clarify and prioritize goals. Key vendor contact, cultivating profitable relationships and overseeing sales processes. Managed an account/vendor base of \$10M/year and 4 direct reports including 2 outside salespeople and 2 inside salespeople.

- ♦ Ensured sales growth targets were met by designing marketing plans for each vendor.
- ♦ Developed CRM software tools, processes, and procedures to track field activities, increase efficiency, improve forecasting, provide quick quotes, and share data with outside partners.
- ♦ Authored employee job descriptions to improve HR effectiveness.

**Distribution Manager & Outside Sales Engineer • 2003 – 2009**

Created demand and sold all products on the line card. Expanded customer base and managed the sales efforts of local distributors totaling approx. 50 personnel and a \$5M/yr. account base. Created sales plans, directed activities, and set expectations for distributors. Drove every aspect of the sales process, from cold calling to closing. Mastered all phases of the selling process, including sales calls, sales forecasting, creating and issuing quotes, and technical support, as well as sales call reporting, and attending industry trade shows.

- ♦ Won a \$2M/year sales contract, the largest sale in company history, and the culmination of a 3 year project.
- ♦ Recognized as "Sales Representative of the Year" in 2004 by Standard Electric Supply Company, the largest distributor at Mercer Midwest.
- ♦ Supported disparate functional groups daily, both inside and outside the company, including salespeople at all levels, customer engineers across a broad range of industries, vendor marketing and product managers, and customer and distributor purchasing staff.

## Experience Continued...

- ◆ Designed company branding, including a company logo, website, and line card, using Adobe Photoshop, Microsoft Office, and video editing software.
- ◆ Managed the IT / IS department.

### WD ENGINEERING SALES, LTD., WAUWATOSA, WI • 2000 – 2003

*Manufacturer representative specializing in OEM sales of industrial electrical products. Sells to OEM's in Wisconsin and Illinois through either direct sales or established distribution channels. Services provided include: market penetration, engineered sales, market planning, and planned growth. Products sold include industrial terminal blocks and related electrical connection products used in electrical enclosure wiring. Annual sales of \$15M with 8 employees in Wisconsin, Illinois, and Iowa.*

#### Outside Sales Engineer

Increased sales by creating demand and selling all products on the line card. Supported customers and distributors by leading training meetings, providing technical support, and acting as liaison to factories. Accompanied field sales managers on sales calls. Managed an account base of \$1M/year.

- ◆ Produced sales of \$700K/year, the deciding factor in the acquisition of a new OEM partner.
- ◆ Generated \$300K/year in sales and developed a monthly activity reporting tool and process for an established vendor.
- ◆ Raised the profile of WD Engineering Sales – Wisconsin in the marketplace by creating a company line card and improving the company logo.

### ELECTRONIC EXPEDITORS, INC., WAUKESHA, WI • 1999 – 2000

*Distributor of passive electronic and electro-mechanical component parts. Sells to OEM's, Electronic Contract Manufacturers (ECM's), and Maintenance & Repair Organizations (MRO's). Products sold include: switches, connectors and terminal blocks. Provides a custom cable assembly service and miscellaneous value added work. Annual sales of \$20M/year with 20 employees.*

#### Outside Sales Engineer

Successfully sold company products by creating demand. Managed an account base of \$500K/year.

- ◆ Increased company profits by cultivating business opportunities; utilized value added services to generate additional sales.

### GO ELECTRONICS, INC., GREENDALE, WI • 1998 – 1999

*Distributor of electronic and electro-mechanical component parts. Annual sales of \$30M/year with 30 employees nationwide.*

#### Branch Manager

Developed and implemented strategic sales and marketing plans. Established sales goals in relation to compensation. Increased sales force efficiency by instituting activity procedures. Annual branch sales of \$5M/year. Managed 11 direct reports comprised of 1 technical support/sales engineer, 3 outside salespeople, 4 inside salespeople, 2 warehouse workers, and 1 accountant.

- ◆ Accountabilities included P&L, purchasing, inventory control, order fulfillment, and personnel management.

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## EDUCATION

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### Bachelor of Science in Electrical Engineering

University of Wisconsin, Milwaukee, WI