

# ANDREW BLOOM

## Sales and Business Development Executive

✉ andrewbloom@gmail.com

☎ (903) 219-0005

### WORK EXPERIENCE

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#### Commercial Development Consultant

##### AEB Consulting

📅 2017 - current

- Trusted advisor to sales leadership by delivering insights and helping to define strategies in support of organizational priorities and key growth initiatives to increase penetration into projects leading to over \$10M in revenue
- Assessed current architectural designs to identify 50+ VE opportunities
- Led, developed, and executed marketing strategies to generate new business worth over \$10M in revenue

#### Global Director Sales and Operations

##### EOL Electronics

📅 2007 - 2017

📍 Portsmouth, NH

- Orchestrated, developed, and executed marketing strategies to generate new business \$10M in revenue
- Exceeded sales qualified leads (SQL) goals by over 25% through a combination of inbound and outbound lead generation
- Directed a team of 50+ sales and business development employees
- Optimized profit margins from 22% to 52%
- Supervised and managed over 5M obsolete components for major OEMs to include: AT&T, Raytheon, Lucent, Lockheed, BAE, L-3, Cisco, Honeywell, Siemens, Flextronics and Jabil
- Developed processes for lead generation leading to 30% year over year revenue growth

#### Vice President Co-Owner

##### Corfin Industries

📅 1991 - 2006

📍 Salem, NH

- Spearheaded this start-up of fully automatic Robotic and Conveyorized Solder Coating Component Preparation Services generating sales from \$0 to \$40M averaging 30% annual growth and 70% profit within the high telecommunication, satellite and semiconductor organizations servicing medical, military and aerospace markets

### EDUCATION

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Bachelor of Arts

Liberal Arts

##### Boston State College

📍 Boston, MA

Sales and Marketing- Training Leadership through Quality Account Management Selling System

##### Dale Carnegie

📍 Waltham, MA

##### Awards

- Valedictorian

### SKILLS

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- High Stake Negotiation
- Sales Engineering
- Financial Analysis
- Organizational Restructuring
- Lead Generation
- Sales Forecasting
- Visionary Leadership
- Process Improvement
- Strategic Planning
- Operations Management
- Tactical Marketing
- Key Partnership Development
- Contract Administration
- Vendor Alliances
- Account Resource Allocation
- Sales Force, Microsoft Teams, Slack, JobNimbus and other proprietary CRM software
- Microsoft Office Suite

- Developed new strategies to increase penetration into OEM companies leading to over \$40M in annual revenue including: Usenet, AT&T, Global Star, Viasat, Lockheed Martin, Raytheon, L-3, Honeywell, Flextronics, Jabil, Siemens Healthcare, GE Healthcare, Boston Scientific, Danaher, 3M and ThermoFisher Scientific
- Established key account development and lateral account penetration within existing customer divisions in the United States, Canada and Mexico to include: Lockheed, Texas Instruments, National Semiconductor, Arrow, Avent, Mitel and Motorola generating over \$30M in revenue
- Subject Matter Expert for every install on all LRT, LRT2000, Rood, Tape and Reel systems for 16 years

## US National Sales Manager Co-Owner

### Corfin Automation

📅 1990 - 2006      📍 Quebec, Montreal

- Developed the business, sales and marketing plan for Robotic and Conveyorized Solder Coating systems in the United States for 16 years
- Implemented new strategies to increase lead generation and penetration into OEM semi-conductor manufacturing companies in the telecom, military, aerospace, medical and automotive industries generating \$20M in revenue
- Delivered, trained and served as the Subject Matter Expert for every install on all products and systems for 16 years
- Created the end-to-end sales planning process, inclusive of segmentation, sales coverage, territory definitions, quota-setting, and headcount management for accounts to include: AT&T, Lockheed Martin, Raytheon, L-3, Honeywell, Flextronics, Jabil, Siemens Healthcare, GE Healthcare, Boston Scientific, Danaher, 3M and ThermoFisher Scientific

## CERTIFICATIONS

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- Six Sigma Champion

## ACTIVITIES

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- Miami International Boat Show
- Peace Corp. Africa: Tanzania (Dar es Salaam, Arusha) and Nairobi
- Genesis Metro Golf Benefit
- Shiloh Place