

Sydney Eick 3rd

Propelling corporations of all sizes, C-officers and Boards of Directors to grow and reach the next level of success.

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Director of Sales | MAFI Transport Systems/ Trepel Airport Equipment (TAE) (North and South American Division), Tauberbischofsheim, Germany

June 2015 – current

- Spearheaded North and South American sales operations for a global leader in yard trucks and heavy-duty terminal tractors, overseeing business development, key account management, and strategic partnerships across ports, distribution centers, manufacturing, and rental companies.
- Drove year-over-year revenue growth by expanding relationships with Fortune 500 customers.
- Developed and executed go-to-market strategies that positioned MAFI as the preferred yard truck solution for logistics, industrial, and rental markets, securing multi-million-dollar contracts and repeat fleet orders.
- Built and led cross-functional teams to deliver tailored customer solutions — integrating product specification reviews, RFP alignment, and after-sales support — to increase customer retention and satisfaction.
- Negotiated distribution and dealership agreements with major equipment rental houses, enhancing MAFI's North American market penetration.
- Partnered with executive leadership in Germany HQ to align North and South American sales priorities with global product strategy, ensuring compliance with regional safety and regulatory standards (CSA vs. UL).
- Represented MAFI/Trepel at industry trade shows, customer events, and executive briefings, strengthening brand visibility and pipeline development.
- Factory trained on Trepel Airport equipment - Pushbacks Tractors and Cargo Loaders.
- Factory trained on MAFI entire portfolio of equipment.

Expertise and Critical Contributions – Core Competency

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| <ul style="list-style-type: none">• Operations management• Business process and procedure improvement• Microsoft Office Suite• Negotiation skills• Product and brand development• Customer targeting• Strategic partnerships | <ul style="list-style-type: none">• Complex problem solving• New product introductions• New company launching• Skilled at engaging employees in a manner conducive to quality production• Business development• Strategic Account Manager |
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- **Accomplished mediator** Instrumental in a strategic, unprecedented collaboration between competing corporations in Japan, North America and Europe.
- **Executive Management Award** Recognized by Smart CEO Philadelphia in 2014, being named in their Executive Management Award program
- **New Company Launch** Instrumental in all aspects in the launching of two new PBM/PBA Pharmacy Benefit Management companies; PBARx, LLC and TruVersaRx, LLC. for self – insured companies.

Professional Experience

Senior Vice President of Business Development - PBARx, LLC, Mount Laurel, NJ

Jul 2013 – June 2015

Instrumental in all aspects of company launch

- Spearheaded expansion and development initiatives nationwide.
- Generated 10 mil in business to Self-Insured business
- Communicated extensively with the Third Party Administrators (TPAs) for additional leads as well as business.
- Led cross-functional teams to create impactful messaging, demand-generation programs and sales tools.
- Formulated custom business plans for incoming account managers.
- Negotiated prices, terms of sales and service agreements.

Created new revenue streams by cultivating successful partnerships with NJ Manufacturers, Union Groups and Trion, worth more than \$5 million revenue.

Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.

- Developed new business opportunities by effectively communicating product lines to leading national corporations.
- Examined marketing material with the consumer perspective in mind to increase sales and expand key client base.
- Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate product demonstrations.

Senior Vice President of Business Development - TruVersaRx, LLC, Mount Laurel, NJ

Jul 2013 – June 2015

Instrumental in all aspects of company launch

- Led sales forecasting, market trend evaluation and segment strategies.
- Led cross-functional teams to create impactful messaging, demand-generation programs and sales tools.
- Negotiated prices, terms of sales and service agreements.
- Dealt with Third Party Administrators (TPA's)
- 100% Self-Insured companies

Created new revenue streams by cultivating successful partnerships with Progressive, and Trion, worth more than \$300 million revenue.

Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.

- Examined marketing material with the consumer perspective in mind to increase sales and expand key client base.
- Researched clients' business issues and goals to offer appropriate solutions.
- Quoted prices, credit terms and other bid specifications.

Chief Operating Officer - Free For All, Inc., Mount Laurel, NJ

Jul 2012 – June 2015

Delivering management consulting and organizational strategy development to drive improvements in communications, leadership development, strategic execution, risk management and procedural compliance and streamlining.

- Analyzed procedures and streamlined processes to rectify operational inefficiencies.
- Played key role in launching 2 new subsidiaries - PBARx, LLC and TruVersaRx, LLC
- Documented business processes and analyzed procedures to see that they would meet changing business needs.

- Acted as second-in-command to CEO
- Mapped current processes and offered recommendations for improvement.
- Responsible for implementing cost-cutting and streamlining procedural changes
- Collaborated with Information Technology Department and Marketing Department to achieve building and implementation of a new Pharmacy Price Search Engine.
- Coordinated upper management's market visits and key account calls.
- Negotiated prices, terms of sales and service agreements.
- Developed new business opportunities by effectively communicating product lines to leading national corporations.
- Examined marketing material with the consumer perspective in mind to increase sales and expand key client base.
- Developed and implemented value-added strategies for prescription discount card, in the form of health savings plans, to increase profitability.
- Collaborated with account executives to penetrate new accounts, identify potential customers and coordinate product demonstrations.
- Networked and interacted with local, national and international associations to optimize industry connections.
- Designed and implemented calling campaigns targeted at non-profit organizations to generate prospective accounts.

Education

Richard Stockton College of New Jersey- Galloway, NJ

- Bachelor of Science – Business