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OBJECTIVE

Leadership position in Sales and Marketing capacity with a company that is forward thinking, growth oriented and that provides an environment that rewards results, encourages change and is fast paced.

PROFILE

Results focused professional with significant experience in a wide array of broad-based management functions, as well as the industrial chemicals, scientific instrumentation and engineering equipment industries. Possess extensive, successful experience in developing client relationships and business-to-business sales and marketing. Recognized as an action-oriented, creative problem solver who initiates activity, enjoys challenges and is a 'change agent' looking for faster and better ways to achieve results. A forward-looking and future-oriented self starter who is highly competitive, tenacious and seen as quick to adapt to new ideas and changes.

PERSONAL ATTRIBUTES AND STRENGTHS

- n Highly organized/Detail oriented.
- n Creative and imaginative business approach.
- n Moves forcefully to get results.
- n Uses direct, action-oriented approach to problem solving.
- n Quick to adapt to new ideas and changes.
- n Likes to interact with many different types of people.
- n Very enthusiastic and receptive of other people.
- n Animated and enthusiastic in expression.
- n Strong written and verbal skills.
- n Tends to be very friendly and approachable.
- n Enjoys challenges and competition.
- n Quick to act and creates a sense of urgency in others.
- n Likes fast pace, new activities, change and variety.
- n Seeks to find ways to interact positively in difficult situations.

RECENT ACCOMPLISHMENTS

Devised a multi-tiered, goal oriented remuneration program.	Developed and populated a sophisticated 'Internet Commerce' website.
Designed and implemented a diverse B-to-C marketing program.	Implemented an internet based 'Voice Over IP' phone system.
Initiated partnerships with non-competitive, complimentary businesses to advance sales.	Negotiated and executed a 10-year lease contract reducing fixed cost.
Created a comprehensive 16-week Orientation and Training Manual.	Systematized a Daily Managerial Reporting System to expedite communications.
Integrated creative Client Loyalty Programs to stimulate business and increase retention.	Crafted a successful Annual Performance Review & Goals Program.
Captured and Subdued a Burglar	Analyzed company finances to cut costs, reduce waste and streamline expenses.

PROFESSIONAL EXPERIENCE

BAJON, Inc. (West Chester, OH)

2000-present

Bajon, Inc owns and operates Bajon Salon & Spa in the northern Cincinnati community of West Chester, OH. Founded in 2000, Bajon, Inc. is recognized as one of the top salon and spas in the Cincinnati area with total annual sales in excess of \$1 million and employing 25 people. Honored with over a dozen “Best of” awards, Bajon Salon & Spa is committed to offering superior service and outstanding value to every valued client.

Owner, President and Director of Operations responsible for:

- Ø *Finance & Accounting,*
- Ø *Cost control and cash management,*
- Ø *B-to-C Marketing, merchandising & sales,*
- Ø *Business management,*
- Ø *Technology improvement & implementation,*
- Ø *Purchasing & inventory control,*
- Ø *B-to-B partnering,*
- Ø *Contract negotiations,*
- Ø *Computer, network, software and web development & facilitation,*
- Ø *Introduced new ‘internet commerce’ based website in early 2008, www.BajonSalon.com.*
- Ø *Submitted patent for custom shampoo formulation and ‘Blending Bar’*
- Ø *Created trademark for new personal care beauty line named SoZo, Heavenly Hair Care.*

KAISER OPTICAL SYSTEMS (Cincinnati, OH)

2000 - 2003

KOSI offers high-performance spectrometers, analyzers, and optical components for Raman spectroscopy and has worldwide annual sales of about \$6.5 million.

Director of Sales, North America

- Built a national sales force that competed for sales of scientific analyzers such as Raman Spectrophotometers, in the pharmaceutical, fine chemical, specialty chemical and polymer industries. Specific aspects of the organization and execution of the directive included.
 - Ø Developed a national sales marketing strategy.
 - Ø Identified target markets, targeted application-specific direct mailers and developed ‘sales collateral’ that would support the sales efforts, such as new RamanRXN trade name, interactive, sales-oriented PowerPoint presentations, and seminar descriptions.
 - Ø Established sales territories and prioritized these territories to be filled with an Account Manager based on immediate potential and budget.
 - Ø Developed account manager job descriptions, compensation guidelines and commission structure that rewarded Account Managers based on specific performance criteria.
 - Ø Organized and implemented standardized technical sales training courses for new Account Managers.
 - Ø Designed an extensive ACT database template for prospect sales tracking and created an integrated ACT database for each territory.
 - Ø Created all the necessary Sales Forecasting Reports that would keep management informed of pending and future sales so that they could properly schedule manufacturing resources.
- Successfully developed and implemented a cost effective and profitable selling strategy which included an internal sales support infrastructure, sales & marketing collateral, qualified national sales team members and an on-going training and reporting structure.

METTLER TOLEDO (Columbus, OH)**1995 - 2000**

METTLER TOLEDO is a global provider of precision instruments and services for professional use in laboratory and process applications. Total annual sales exceed \$1.4 billion.

Account Development Manager

Responsible for technical marketing/sales of process engineering and product development tools to the Pharmaceutical, Fine Chemical and Polymer Industries. Territory included Midwest, West and Southwest Regions. Typical system price ranges from \$200k to \$300k. Responsibilities included high-level management prospecting, technical seminar presentations, sophisticated product demonstrations and customer training.

- Organized and conducted annual Regional Technology Conferences, including recruiting customers to prepare and present technical papers.
- Implemented a true top-down selling strategy in order to reduce buying cycle from 24 – 36 mo to 12 – 18 months. Developed powerful, business-benefit-rich user testimonials, a comprehensive ‘business oriented’ PowerPoint presentation, and implementation of a unique method of contacting, scheduling appointments and staying in touch with corporate officers.
- Named Account Manager of the Year in 1996 and 1999.
- Received Outstanding Achievement Award in 1997.

ATI INSTRUMENTS N. A. (Madison, WI)**1990 - 1995*****Technical Sales Engineer***

Responsible for the direct sale and marketing of scientific instrumentation to Research and Development and Quality Assurance laboratories in Ohio, Kentucky, West Virginia and Michigan.

- Established ATI as a major scientific instrument supplier within 18 months and produced \$1.2 million in new system sales in 1992.
- Introduced ATI management to the value of utilizing and effectively maintaining a properly designed, well-organized database of account prospects and clients. Proved the power and effectiveness of targeted, personalized mailing campaigns paving the way for ATI to standardize the sales force on a commercially available account management program.
- Received Outstanding Performance Award and inducted into the President's Club in 1992.
- Rookie of the Year Award 1991.

METTLER INSTRUMENT COMPANY (Hightstown, NJ)**1985 - 1990*****Thermal Specialist – Materials Characterization***

Responsible for the direct sale and marketing of Thermal Analysis Instrumentation to Fortune 500 manufacturing and research companies in the five state Ohio Valley Area.

- Developed and made technical presentations and hands-on demonstrations to top-level management in order to showcase instrumentation capabilities, uses and operation.
- Developed an Annual Business Plan which included a sales forecast of unit and dollar sales, key account identification and focus, expense budgeting, special project proposals and planned territory marketing campaigns.
- Received many awards, including Salesman of the Year 1986. Rookie of the Year 1985. Exceeded 1988 sales goal by 190% of target. Exceeded both the 1989 and 1990 sales targets. Won various promotional incentive packages offered by management that resulted in monetary and travel bonuses.

REPUBLIC EQUIPMENT COMPANY (Cincinnati, OH) **1984 - 1985**

Sales Engineer – Power Generation Group

Manufacturers representative marketing steam and power generation equipment, instrument controls and heat transfer systems to industrial and public utility accounts in a five state area.

SARGENT-WELCH SCIENTIFIC COMPANY (Skokie, IL) **1982 - 1984**

Sales Representative

Sales and marketing of laboratory chemicals, equipment and instrumentation in a territory consisting of southwest Ohio and western Kentucky.

- Exceeded sales goal each year and increased territory sales volume by 40% in two years.

TENNESSEE NUCLEAR SPECIALTIES (Johnson City, TN) **1981 - 1982**

Research Engineer

- Researched and designed a process to extract and recycle depleted uranium, UF₄ that was generated as a by-product of the gaseous diffusion process to enrich uranium. Also worked on projects to recycle spent uranium machine turnings and to recover contaminated machine oil.

DIAMOND SHAMROCK CORPORATION (Cleveland, OH) **1980 - 1981**

Sales Engineer – Industrial Chemicals Division

EDUCATION

University of Cincinnati
Bachelor of Science Chemical Engineering
Minor studies in Business Administration
U. C. Wrestling Team Member
President Weightlifting Club

United States Naval Academy (Annapolis, MD) 1975 - 1977
Studies in Mechanical Engineering and Naval Tactics and Strategies
Intramural Wrestling Team

ADDITIONAL TRAINING

Xerox Professional Selling Skills I, II and III
Xerox Time and Territory Management
Sales Concepts 'Social Recognition Program
VITO (Very Important Top Officer) Selling Strategy.

HONORS

Congressional Appointment to United States Naval Academy
Scholarship Army ROTC
Scholarship Navy ROTC