

Edgar Reynolds

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SUMMARY

A broadly experienced professional with recognized achievements in sales, marketing, logistics, and general administration. Excellent analytical, problem-solving, communication and presentation skills. Domestic and international experience. B.S. and M.B.A. degrees. Managerial-level success and proficiency in:

- Product and Service Sales
- Sales Training
- Marketing/Sales Development
- Logistics, Import-Export
- Revenue Forecasting and Budgeting
- Customer Service and Support

ACCOMPLISHMENTS

Marketing

- Managed development of product and service resources; designed marketing and advertising programs; and advised on administrative/financial requirements for a start-up company marketing enhancements for elderly and handicapped living environments. (LQI)
- Managed revenue forecasting and product planning for Mid-Atlantic and Government sales regions. Advised sales and large customers on new product introductions, capabilities, competitive positioning, and end-of-life strategies. Performed pricing, margin, and cost strategies and programs. (DEC)

Project Management

- Advised and trained U.S. Purchasing on transport programs, saving \$4M in yearly inbound costs. (DEC)
- Analyzed domestic and foreign product-source options as project consultant to corporate External Products Group. Recommendations heavily influenced multi-million dollar make/buy decisions. (DEC)

Sales

- Increased revenues 35% over 18 months in New York City sales territory by effectively formulating and presenting innovative sales generation/cost-reduction concepts. (TWA)
- Reorganized and managed regional sales department, increasing revenues 28% in a declining economy by promoting benefits of total-cost analysis. (TWA)
- Developed and managed Sales Training Department. Supervised consultants and instructors and personally conducted training in U.S., European and Far East locations for 600+ customer and employee groups. (TWA/DEC)

Import/Export

- Reorganized, staffed, and managed import/export department processing over 9,000 transactions yearly, with 14-person professional staff. Initiated Drawback, G.S.P., and Trade Zone programs producing yearly returns of over \$9M. Successfully managed periodic audits of operations by U.S. Customs and Dept. of Commerce. (DEC)

Administration

- Managed large air-freight terminal/distribution center in Boston. Active in day-to-day sales, customer service, and quality control issues. Managed total P&L and work force of 91. (TWA)

EXPERIENCE

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| Life Quality, Inc., Cohasset, MA | 1999 - present |
| <ul style="list-style-type: none">• Business Development Manager | |
| Digital Equipment Corporation, Maynard, MA | 1988 - 1999 |
| <ul style="list-style-type: none">• Regional Sales Planning Manager• Import-Export Manager• Project Manager | |
| Trans World Airlines, New York, NY | 1980 - 1988 |
| <ul style="list-style-type: none">• Regional Cargo Operations Manager• Manager, Cargo Sales Training• Account Executive, Cargo Sales | |

EDUCATION

Boston College
MBA (1979); B.S. in Biochemistry (1973)