

BRET SEIGEL



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Summary

Servant Leader

Collaborative ...Strategic ... Driven!

Innovative Mindset

Analytical and Process Oriented

Profitability & Sales Maximization

Elite Motivator & Communicator

Sales & Marketing Playbook Planning / Implementation

Extensive People Development & Recruitment

Superior Customer Focus & Engagement

Experience



National Sales Manager

Myers Industries

Jan 2022 - Present (1 year 7 months)

Servant Leader Managing Food & Beverage Sales, Marketing, Engineering Team. Responsible for our Myers-Buckhorn Sales Division of Intermediate Bulk Containers.

Leading a team of 5 Regional Sales Reps, Marketing Dir., Process Eng. driving \$40M in revenue.

On pace for 30% annual increase primarily due to restructuring of sales force to a more geographic focused approach with Industry Targets.

Consistently utilizing CRM with our stakeholders documenting progress on current/ future opportunities. Regularly creating, distributing, reviewing reports. Conduct weekly one-on-one "Connect" meetings in addition to our IBC "Sales Pipeline" team huddles.

Deliver IBC Performance Benchmarks to our Leadership (VP's, President) during Platform Meetings.

Accountable to Key Business Metrics & Processes: Market Share Growth, Profitability, New/Current Customer Penetration, Budgeting / Forecasting.

Continuously engaging & coaching our sellers in a positive manner while building relationships with our customers in the field. This is complimented by attending industry conferences showcasing our organization and building the brand.



Regional Sales Manager

Sandvik Coromant

Jan 2015 - Dec 2021 (7 years)

Global Leader in CNC Cutting Tool Industry.

Full P&L Responsibility for \$30M Midwest Region consisting of 10 Sales Engineers, Automotive Specialist, Aerospace Specialist.

Used CRM (Microsoft Dynamics) daily to manage our sales pipeline. Our weekly rhythm of updating our customers information, segmenting by \$ potential, increasing stakeholder communication, and updating the opportunity stage allowed us to focus on specific actions moving the sales process forward.

Managing our team through this change to a formal CRM operating platform was a big challenge that paid off with increased productivity, revenue, and profits.

Sales Area Americas Sales Manager of the Year 2018,2019,2020.

Proposed, and implemented strategic plan to expand small-to-medium customer base. Received approval from executive leadership, including President of SAA and VP of Global Marketing.

Selected by VP of Sales as high-potential candidate for Talent Development Center initiative. Formulated Regional Sales Manager Training Program to improve leadership in key areas of pricing and operations impacting all 23 regions.

Spearheaded change management initiative to transition sales team from reactive to proactive posture; defined standard procedures to structure daily operations, provided coaching on value selling and business acumen, and prioritized accounts by actual and potential sales \$'s & facilitated interactive "Value-selling Techniques" training to 50 sales Engineers.

Recruited and coached 6 new Sales Engineers, boosting average individual performance.

Selected to host VIP Customer event in Sweden at global headquarters in 2018.



Director of Sales & Marketing

Habegger Corporation

Jan 2010 - Jan 2015 (5 years 1 month)

Responsible for Carrier \$40M HVAC Product Sales Division operating in 31 states (15 Direct Reports).

Formulated the company's first enterprise-level strategic sales and marketing plan that included performance expectations core competencies, and training structure.

Created quarterly marketing communication newsletter to consistently engage internal associates.

Drove entry into e-commerce and government sectors, capturing 15% in new revenue.

Expanded new power generation segment (Honeywell/Generac) to \$2 million in 2 years.

Developed and implemented company-wide sales training program for 100+ associates, helping drive 10% growth.



Regional Sales Manager Applied

Industrial Technologies

Jan 1997 - Jan 2010 (13 years 1 month)

Provided vision and direction for Midwest Region (13 Branch Mgr's) generating \$93 million per year.

Captured new market opportunity in Ky. that produced \$4 million in first year.

Increased revenue from \$76 million to \$91 million, earning top ranking out of 30 regions.

Delivered 10% year-over-year growth for 5 consecutive years, with 33% boost in first year.

Doubled market share by coordinating OEM (C.T) distributor acquisition.

Negotiated corporate contracts with Tyson, Miller Brewing, and Duke Energy.

Education



Xavier University

Executive MBA - Master Of Business Administration

2010 - 2012



The Ohio State University

BSBA, Bachelor of Science, Business Administration

1985 - 1989