
ANTHONY BROOKS

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PROFESSIONAL SUMMARY

Top performing Senior Sales and General Management professional with over 20 years' experience driving sales growth, training and developing sales associates and managing all aspects of business operations in the Metalworking, Capital Equipment Sales and Aerospace Industry.

SKILLS

- Solution-based Selling
- Client Relationship Development
- Training, Mentoring and Development
- Customized Presentations, Proposals, Contracts

WORK HISTORY

***Regional Sales* | TRAK Machine Tools**

2017 – Present

- Responsible for managing distributors, Sales and Service Programs, Provide Technical Product Training
- Attended and worked West Coast Trade Shows and Factory-Direct Open Houses
- Integrated sales reporting and forecasting into CRM system (Sales Force)
- Responsible for providing quotes to customers through Sales Force (CPQ)
- Call on customers and provided customer service and trainings
- Provide demonstrations at customers with ProtoTRAK (RMX/RLX, KMX and EMX) controllers

***Regional Sales Engineer* | Methods Machine Tools Inc**

2014 – 2017

- Responsible for actively driving and managing technology evaluation, working in conjunction with the sales team as the key technical advisor and product advocate
- Communicated new technology and product positioning
- Identified technical issues to assure customer satisfaction through all stages of the sales process
- Integrated sales reporting and forecasting into CRM system (Sales Force)
- Established and maintained strong relationships throughout the sales cycle
- Assisted with turnkey projects and demonstrations to meet deadlines and budgets

***Senior Account Manager* | Travers Tool Company**

2012 - 2013

- Developed and grew existing business while creating new opportunities to increase brand equity and market presence
- Provided technical support by acting as an extension of customers' engineering department
- Worked with customers to achieve the most effective solutions; maximizing throughput and minimizing operating costs
- Ran tests with operators to discover and documented cost saving measures

Achievements:

- Grew sales by more than \$100,000 at several targeted accounts
- Implemented vending program at several accounts that resulted in over \$600,000 sales growth

***Applications Engineer* | Iscar Metals Inc**

2010-2012

- Built relationships with key distributors
- Educated end-users and distributors on process improvement and application optimization
- Provided technical training
- Established and developed new relationships with targeted accounts
- Evaluated and made recommendations related to distributor discounts and sales goals

Achievements:

- Ranked number one out of the seven Application Engineers on the West Coast in overall sales growth for 2007

Regional Aerospace Specialist* | MSC Industrial Supply*2005-2010**

- Developed market strategies for Tier 1 & 2 Aerospace target customers such as Boeing, Northrop Grumman, Lockheed Martin, Aerojet Rocketdyne, Honeywell
- Created strategic plans to assist outside sales associates in growing sales for aerospace customers
- Leveraged MSC's Value Basket offering to customer base to include Competitive Advantage Program (CAP), Customer Managed Inventory (CMI), and Vendor Managed Inventory (VMI) other newly introduced inventory solutions and web-based solutions

Achievements:

- Top sales growth branch in district for two years
- Trained six assistant managers in four years, 4 of whom were promoted to general manager
- Implemented over 40 successful VMI programs in less than four years

Account Executive* | MSC Industrial Supply*2005-2010**

- Partnered with established and prospective customers to ensure the achievement of company sales goals
- Collaborated with colleagues to ensure achievement of team and corporate sales goals and initiatives
- Presented solution-based programs such as vending machines, CMI, VMI, and web-based solutions to customers

Achievements:

- Grew from \$410,000 to over \$1,600,000
- Grew sales from \$5,000 (2009) to over \$670,000 (2010)
- Promoted to Regional Aerospace Specialist
- Consistently ranked in top ten percent of region
- Participated in Mentorship Program for Outside Sales Executives' training

Senior Tooling Engineer* | Rimnetics Inc*2002-2005**

- Updated set-up and tooling sheets as required, maintained VMC logbook for shift turnover, documented travelers and discrepant materials
- Designed injection re-action molds using Surf-Cam Programmed in G Code
- Inspected work utilizing basic inspection equipment (calipers, micrometers, etc.)
- Set up and supervised machine operators
- Provided suggestions or advice to maximize the efficiency of Machine Shop

Aircraft Design Specialist* | Composite Engineering Inc*1998-2002**

- Programmed structural concepts using Pro-Engineering software, including major structural components
- Assisted with performing structural strength and stress analyses
- Integration of internal subsystem components, including avionics, engines, fuel tanks, and landing gear
- Designed and machined secondary-op fixtures
- Followed FOD (foreign object prevention) practices
- Complied with established safety directives and QMS procedures

JOB-RELATED TRAINING

- Wilson Learning/ Counselor Salesperson Certified Sales Training
- PTC University/ Certification, CAD/CAM Drafting and Design