**JAMES A. MORRO**

**55 Dunrobin Lane, Watertown, CT 06795 | 860-483-2444 | JAMCBM@optonline.net**

**www.linkedin.com/in/jim-morro-njct**

**Sales and Marketing Management Professional**

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| --- | --- | --- |
| * **Account Relationship Management**
 | * **Strategic Sales Planning**
 | * **Upselling/Cross-Selling**
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| * **Post-Sales Support**
 | * **Vendor Relations**
 | * **Cold Calling**
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Offering solid experience in sales and marketing of manufactured products including electronic displays, optics, lighting, general and marine instrumentation in the aerospace, industrial gauge, medical and cosmetics industries. Proven record of establishing new business and fostering existing relationships to maximize profits. Team builder with outstanding interpersonal and communication skills. Well organized and adept at multitasking, prioritizing and goal-setting. Troubleshooter able to rapidly identify and correct problems.

**Career achievements**

* Established business with 60 new accounts representing $2.5 million in annual sales revenue (Cat-I).
* Increased sales in Atlantic seaboard territory from $400K to $2.1 million in first 24 months (Abrisa).
* Produced $2 million in additional business by introducing new prospective accounts and relinquishing outside territory to managers (Abrisa).
* Delivered $300K in additional business by introducing new prospective accounts and winning back lost business (Berliner).
* Expanded company business into automotive instrumentation area by 250% (Naugatuck).
* Increased net sales and profitability by 165%, outpacing sales budget number each year from 1997 to 2006 (Naugatuck).

**Professional Experience**

ECI Screenprint, Inc. Watertown, CT 12/16 to 8/17

**Business Development Manager**

*Provider of quality screen printed graphic overlays, membrane switches, nameplates, product identification labels and printed electronics*

* Directed market research, lead generation and solicitation of prospective customers.
* Managed Field Representatives, Customer Service, Estimating and Sales Proposal generation staff.
* Developed metrics for measurement of RFQ turn time, order entry turn time, proposal follow up and win rate.
* Participated on Leadership Team.

Flabeg Technical Glass U.S. Naugatuck, CT 9/13 to 12/16

**Key Account Manager**

*Manufacturer of glass and mirror components*

* Reported to Corporate Sales Manager and President of U.S. group.
* Managed new business development and maintenance of existing business.
* Prepared proposals for new and current customer opportunities.
* Interfaced with Engineering, Manufacturing and Quality staff for any new process mapping requirements.
* Maintained detailed account records and contact logs using Outlook.

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Cat-I Glass Manufacturing South Elgin, IL 4/10 to 8/13

**Eastern Regional Sales Manager**

*Specialty glass fabricator-servicing flat panel display, lighting, electronic scanning, instrumentation for aerospace, bio-med and petro-chemical industries*

* Managed sales territory covering Eastern U.S, and Eastern Canadian provinces.
* Contacted new and existing customers to discuss how specific products and services could address their needs.
* Maintained detailed account records and contact logs using ACT software.

Berliner Glas U.S. Naugatuck, CT 1/09 to 1/10

**Sales Manager**

*Technical Glass Group specializing in flat panel display, specialty lighting and device glass with $15 million in annual sales*

* Oversaw new business development and reported to Managing Director Technical Glass (German Parent) and President (U.S. Sales Office).
* Opened business in area of specialty lighting in North America where none previously existed.
* Managed joint venture and transition activities internationally.

Abrisa Industrial Glass Santa Paula, CA 9/06 to 10/08

**Eastern Regional Sales Manager**

*Glass, mirror and optical coatings fabricator/application service provider with annual sales of $29 million*

* Reported to VP of Sales & Marketing with accountability for sales & profitability related to 150+ accounts.
* Won business with 40 new accounts that had never done business with Abrisa.
* Opened new business in area of aerospace instrument glass.
* Maintained detailed account records and contact logs using SalesForce software.

Naugatuck Glass Company Naugatuck, CT 11/97 to 9/06

**Sales Engineer/Sales Manager/Sr. Sales Executive**

*Glass and mirror component fabricator with annual sales of $18 million*

* Reported to VP of Sales & Marketing with P&L accountability for 400+ accounts.
* Coordinated efforts to gain Certified Supplier status with key accounts.
* Supervised personnel in sales, marketing and customer service operations.
* Managed research, cost, and manufacturing questions related to work bid on/accepted by company.
* Maintained detailed account records and contact logs using Uptrends software.

**Education**

Business Administration – Gettysburg College Gettysburg, PA

**Activities and Honors**

Society for Information Display (SID) ~ SPIE (Optics/Photonics) ~ Optical Society of America (OSA)

Specialty Graphic Imaging Association (SGIA)