



MARK CIMA

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PROFESSIONAL EXECUTIVE

Bringing Leadership and Value to the Enterprise

PROFILE

Highly experienced Sales, Engineering, and Marketing Management Professional with a record of developing and supporting successful projects and initiatives that effectively maximize business infrastructure to realize cost savings, accelerate performance, and sustain strategic organizational flexibility. Proven management skills utilized in directing the efforts of cross-functional teams, well versed in guiding the day-to-day operation of a diverse employees base.

Extensive and diverse experience in Contorl Engineering, planning, budgeting, building and managing Sales and Marketing organizations in rapidly changing and dynamic environments. A consistent record of accomplishment in planning, developing and managing large projects, reducing costs and improving profits with the use of strong communications and analytical skills. A Leader, Mentor, and Motivator who thrives in situations and environments requiring a high level strategist and a big picture thinker.

- Highly motivated Manager, able to work both independently and collaboratively in a variety of settings, conditions and environments, while effectively managing diverse professional teams and technical specialties, while leading by example as an individual contributor.
- Able to remain calm and work well in high-pressure situations, always on schedule and under budget, detailed oriented, able to prioritize and handle multiple tasks while effectively achieving and exceeding both specific sales targets, as well as overall corporate marketing goals.

CORE COMPETENCIES

- Microsoft Office Products • Software and Web Development • Hydraulic, Pneumatic, Motion Control, Sensor, Vision and Mechanical Application Engineering Competency • Problem Solver Application • New Business Development • Market Penetration • Planning and Organization • Key Account Development Competitive and Market Analysis • Proposal Development • Contract Negotiations • Resource Planning
- Team Development and Leadership • P&L Management • Forecasting • Process Improvement
- Direct/Channel Based Marketing and Sales • Project Management • Program Management
- Productivity and Performance Improvement • Client Relationship Management

PROFESSIONAL EXPERIENCE

Semi-Retired Volunteer Work present

Tampa, FL

January 1, 2021 -

- Hillsborough Education Foundation- Take Stock in Children Mentor- Work with High School Students
- Tutoring 2nd and 3rd grade students, Mentor for SCORE, Developed an Industrial Machine training program- Industrial Machine Introduction, PLC programming, HMI Concepts, and Robotics. FGP approved - Florida Background Check approved.
- Consulting in Technical Sales, Office applications, Time Management, Lead Development, CRM systems, Industrial Software Solutions, and Web Development.
- Part time inventor. Electronic and Mechanical Solutions based on Windows IOT, Raspberry PI, and Arduino Solutions.

SICK Inc. 31, 2021

Tampa, Fl

April 2017 to December

Sales Manager- South

Manage the Southern Region of the United States which include: TN, GA, NC, SC, FL, AL, MS, LA, AK, OK, TX, NM, AZ, and PR. Direct reports include: 2- Distributor Sales Managers and 6- Account Managers.

Regional Distributor Sales Manager

Manage Automation Distributors in the state of Florida, Georgia, Alabama, and Mississippi. Winner of the 2016 Sales Excellence Award.

Gulf Controls 2015

Tampa, Fl

May 2013 to December

Sales Manager

Manage the day to day operations of a 12 person sales organization. Responsible for the state of Florida, Southern Georgia, and Puerto Rico.

SICK Inc.

Minneapolis, MN

March 2011 to May 2013

International Key Account Executive

Work out of a home office and responsible for the growth and development of the following Automotive Key Accounts: Ford, Chrysler, Comau NA, American Axle, Benteler, Detroit Diesel, and Tower Automotive.

Morrell Incorporated

Auburn Hills, MI

June 1985 to March 2011

Vice President, Sales and Marketing

2006 to March 2011

Manage a 52-person team of Sales Engineers and Product Managers in the marketing and sale of all Electrical Motion Control, Hydraulic, Pneumatic, Mechanical, Lubrication, and Turn Key Integration products and systems. Developed all aspects of a Sales Automation System which include Project and Quotation tracking, Sales Leads follow-up, development and launch of a CRM Sales System.

- Developed innovative compensation, marketing and sales programs, which led to a steady growth of 12 to 14 percent year over year.
- Utilized technical ability, combined with expert knowledge of the sales and sales management processes, growing annual sales to 60 million.

Vice President, Automotive Sales

2000-2006

Managed a group of approximately 30 Sales Professionals in the marketing and selling of Industrial Automation product to Tier One Suppliers, General Motors, Ford, Daimler Chrysler, and Automotive Machinery OEM's, in North America, Europe, and Japan.

- Created, developed, and implemented Sales and Marketing Plans, as well as product marketing opportunities, in the Automotive End User and OEM Markets.
- Developed relationships with international Machine Tool OEM's in Europe and Asia, which led to a new international sales division.

Chrysler Program Manager

1989-March 2011

Manage all aspects of the Chrysler Advanced Manufacturing Engineering Account. Develop specifications, create and manage time lines, develop and maintain product forecasts, and track product delivery commitments for the machine tool builders on a global basis.

Automation Group Director

1995-1998

Responsible for the Sales management of Electronic Motion Control, Hydraulic Servo and Proportional Control, and Mechanical Products in the Michigan, Northern Ohio, and Windsor, Ontario Markets.

- Through direct involvement with the sales personnel in the field and through the development of product and sales marketing strategies a sales increase of 10% to 20% annually was achieved.
- The products in the Automation Group represented over \$25,000,000 in annual sales revenue.

Bosch Rexroth Indramat Product Manager

1989-1995

Marketed the Bosch Rexroth Indramat Line of Motion Control Products to O.E.M and End User accounts utilizing technical seminars to groups, product demonstrations, and face-to-face customer contact.

- Client industry focus included: CNC, High Production, Metal-forming, Automation, and Converting.

Sales Engineer

1987-1989

Field Application Engineer

1985-1987

EDUCATION

Executive Master of Business Administration- Cum Laude
Madison University Gulfport, MS

Bachelor of Applied Science, Electronic Engineering
Siena Heights University Southfield, MI

Associate of Applied Science, Electronic Engineering
Macomb Community College Roseville, MI.

30+ Industrial Product and Software Certificates in
Hydraulic, Pneumatic, Linear Motion, Motion Control, PLC, Sensors, and Lubrication

Fluent in the Italian Language