

ERIC A. KESSLER
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PROFILE

Over thirty years of diverse experience in general management, domestic and international sales management, marketing management and business development with U.S. and foreign-based companies.

BA and MBA qualifications with expertise in:

- Creating and executing solid marketing strategies.
- P&L management.
- Planning and forecasting with practical experience in researching new opportunities.
- Creating a team environment that is centered upon customer needs and goal achievements.
- Coaching and development of sales personnel.
- Technical and engineered equipment and components.

SIGNIFICANT BUSINESS ACCOMPLISHMENTS

- Successful integration of multiple business after three acquisitions.
Successfully conducted business throughout Europe, Latin America and Asia/Pacific.
- Global perspective having lived abroad and worked for German, Italian, British and Australian companies.

PROFESSIONAL EXPERIENCE

2014 to Present Nabertherm, Inc., New Castle, DE
Head of Sales/Country Manager
Responsible for sales, marketing and general office management in North America for German-based manufacturer of laboratory and industrial ovens, kilns and furnaces. Manage direct sales engineers, independent representatives and dealer network. Customers are in the metals, ceramic, additive and heat treatment industries.

2009 to 2014 Astrodyne Corporation/LCR Electronics, Norristown, PA
Vice President of Sales and Marketing
Responsible for the sales and marketing of a full line of electronic components including Electro-Magnetic Interference (EMI) Filters, Power Supplies and Electronic Controls to OEM's throughout North and South America. Targeted industries include defense, aerospace, consumer appliances, commercial foodservice equipment, exercise equipment, medical equipment, floor care equipment, lighting and power supplies. Responsible for relationship between the US and China manufacturing facilities.
Implemented new Sales Process Engineering based on Consultative Selling. Expanding sales staff, developed new business plan, created new marketing material, lead new product development and led effort to re-create company web site.

2002 to 2009 CLAYTON INDUSTRIES, City of Industry, CA
Eastern Region Sales Manager
Responsible for thirty-one state region with six direct salesmen and five independent representatives selling industrial steam generators primarily for food, chemical, pharmaceutical and other industrial applications plus exhaust gas boilers to the CHP market. Introduced focused prospecting, target marketing and use of public relations. Implemented effective industrial marketing techniques such as public relations, advertising, direct mail material, HTML Email, PowerPoint presentations, company web site maintenance as well as professional trade show management. Increased sales in territory by 15% per year.

1998 to 2001 GEI INTERNATIONAL, Exton, PA (*Business closed in 2001*)
Vice President Sales
Responsible for establishing marketing and sales network for food processing and packaging machinery manufactured in Europe.

- 1993 to 1998 PEERLESS MACHINERY CORP., Sidney, Ohio
1996-1998 *Vice President & General Manager, Fedco Systems Subsidiary*
Complete profit and loss responsibility for custom food equipment manufacturer serving the baking, snack, confectionery and specialty food industries.
1993-1996 *Vice President, Marketing and Sales Administration*
Responsible for all marketing functions including advertising, marketing communications, and inside sales support. .
Established distribution in Europe and expanded Asian markets increasing sales threefold in less than two years.
- 1991 to 1993 LANG MANUFACTURING COMPANY, Redmond, Washington
Commercial Marketing Manager
Managed independent representatives and distributors throughout the United States. Emphasis on chain and institutional accounts. Required interface with design consultants and specifying architects.
- 1988 to 1991 APV BAKER PTY. LTD, Melbourne, Victoria, Australia
National Sales and Marketing Manager
Export Manager with responsibility for developing Asia/Pacific markets.
Role expanded to include total sales and marketing for Australia and New Zealand.
- 1986 to 1988 ZANUSSI GRANDI IMPIANTI SPA, Conegliano, Italy
Area Manager
Responsibilities included researching and developing markets for food service equipment in Latin America.
- 1984 to 1986 HOBART CORPORATION, Troy, Ohio
International Account Coordinator
Coordinated international activities with U.S.-based chain accounts.
- 1981 to 1984 RSM COMPANY, Cincinnati, Ohio
Assistant to Vice President Corporate Development
Involved in administration of export department and new market development.

EDUCATION

Xavier University, Cincinnati, Ohio
Master of Business Administration
Area of concentration: Multinational Business

Xavier University, Cincinnati, Ohio
Bachelor of Arts, International Affairs
Area of concentration: Business

SPECIALIZED TRAINING

Human Resources for Managers and Supervisors
By the Mid-Atlantic Employers Association
Rockefeller Habits Graduates Program
By Gazelles

Attended 2010 Leadercast
By Giant Impact