



# Dennis Carpenter

Sales Powered by Engineering Expertise

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## TECHNICAL SALES EXECUTIVE

**3X Revenue Leap in 3 Years** | **14% Market Share Increase** | **50% Lead-Time Reduction**

**Technical Sales Strategist** who bridges engineering insight with sales acumen to turbocharge revenue. Solid foundation in engineering blended with extensive consultative selling experience in complex Fortune 500 and OEM environments.

- **Sales catalyst** who drives exponential revenue growth across high-tech and manufacturing sectors.
- **Relationship builder** known for forming lasting partnerships—winning over key decision makers and turning cold leads into thriving accounts.
- **Former Engineer** who generates buzz around complex solutions that resolve customer pain points.

### Signature Sales Win

**\$42M Global Deal**



**AI-Based Manufacturing Platform**



**Market Share +14%**



Account Development | Engineering-Sales Liaison | Sales Presentations | Solution Selling | Customer Retention  
Business Development | Budget Management | B2B | Forecasting | Change Management

## PROFESSIONAL EXPERIENCE

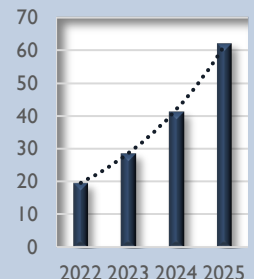
**BRS, LLC** • Grove City, OH • Global leader in AI manufacturing solutions, acquired by REISS, a €483M international company.  
**Director of Sales & Operations** (10/2022—Present)

Recruited to lead the turnaround and transition of a struggling company recently acquired by a multinational parent. Oversee sales strategy and operations in a dual role during post-acquisition integration. Interface directly with customers, which include ABB and Siemens.

**SALES IMPACT:** Surged annual revenue **from \$19.7M to \$62.1M** in three years by shifting sales strategy from passive account farming to proactive outreach and solution selling.

- **Landed coveted \$42M, two-year automation deal** that soared **market share 14%** and displaced competition.
- **Salvaged an at-risk account** representing **20% of revenue** by guaranteeing confidentiality after the customer's competitor acquired BRS.
- **Won a \$12.4M account** by aligning AI-powered solutions with a manufacturing client's automation goals.
- **Clinched a \$19.2M contract** with a Fortune 500 firm by engineering a pre-sales solution.

### Tripled Sales



**OPERATIONS IMPACT:** Transitioned from a privately held company to a global one while preserving customer confidence and employee engagement.

- **Raised on-time delivery 15.8% and reduced lead times 52%** through facility upgrades and Lean processes.
- **Elevated employee satisfaction score 22%** by transforming culture and incentivizing performance.

*Dennis doesn't just sell solutions—he engineers trust. Watching him turn complex products into multimillion-dollar deals is like seeing strategy in motion.*

– CEO of Erickson Technology, Inc.

**ERICKSON TECHNOLOGY, INC.** • Camarillo, CA • Manufacturer of high-frequency ceramic RF components.

**Midwest Regional Sales Manager** (07/2019—10/2022)

Assumed control of an underperforming territory and revitalized it into the company's leading sales region. Later added the West Coast territory to fill leadership gap. Managed a portfolio of 2,300+ customers and 10 strategic accounts across defense, medical device, heavy equipment, and aerospace industries.

**IMPACT:** Transformed the stagnant Midwest Region into the **#1 territory, raising sales 47%**.

- **Repaired damaged customer relationships** by prioritizing face-to-face engagement and reliability, earning client trust and repeat business.
- **Introduced a \$2.5M revenue stream** by partnering with key OEMs.



**REDLAND ASSOCIATES, INC.** • Detroit, MI • Global automotive testing, test machinery, and consulting company.

**Director of Business Development** (7/2018—7/2019)

Tapped by CEO to cultivate global business with 700+ customers representing \$9M revenue. Supervised a team of eight. Oversaw program management and technical support for test equipment. Orchestrated sales cycle from RFQ to final testing.

- **Maintained a 90% closing rate.** Captured eight contracts from chief competitor.
- **Reclaimed lost business with a Fortune 500 customer** by delivering superior service and fast response time.

**ROBERT BOSCH, LLC** • Farmington Hills, MI • A wholly-owned subsidiary of Bosch, a global €78B company.

**Senior Sales Engineer (Promotion)** (3/2014—7/2018)

Held regional accountability for acquiring and growing business for a commercial vehicle business unit. Customers included Peterbilt and Kenworth, Navistar, Volvo, and John Deere. Supervised Key Account Managers and Project Management Engineer.

- **Delivered eightfold business growth** – from \$3M to \$26M annually – in four years.

**8X**

## EARLY CAREER

**Instrument Cluster Design & Release Engineer** – Ford Motor Company, Dearborn, MI

## EDUCATION

**Bachelor of Science (BS) in Electrical Engineering** • Wayne State University • Detroit, MI  
**Applied Generative AI Specialization Certificate** • University of Michigan • Ann Arbor, MI

## TECHNICAL PROFICIENCY

Zoho, Salesforce, HubSpot, Microsoft Word, Excel, PowerPoint, Outlook, and MS Access, Agentic AI, LLMs, ChatGPT

## MILITARY

**U.S. NAVY | Data Systems Technician, 2nd Class**

## Project Strategy

### Background

Dennis built his sales career on a solid engineering foundation, which gave him credibility with his OEM clients. After leading large teams, he no longer wanted to supervise direct reports. As someone who was energized by direct contact with customers, he preferred a Key Account Management role. His target sectors and industries were electronics, aerospace, automotive, or military contractors.

### Strategy

The theme for this resume was a strong blend of technical chops with a formidable sales ability. With Dennis's target roles in mind, I deemphasized team leadership and highlighted his customer-facing talents.

### Design

To add color while maintaining credibility, I used subtle blue-gray tones throughout the resume. A monochromatic palette gave it visual interest without flash, which is well suited to B2B roles with OEMs and technical sectors. At the top, I designed a custom logo with his initials in silver-blue shades to elevate the resume.

### Graphic elements

I created five custom graphics to highlight Dennis's accomplishments:

- 1) A "Signature Sales Win" appears in the summary, serving as a mini case study for his success. The graphic highlights the size of the contract, the product, and the resulting market share increase.
- 2) A sales graph for his current role demonstrates his record of tripling sales over a three-year period.
- 3) A testimonial from a former employer starts page two with a "wow" and adds narrative flavor.
- 4) A map illustrates his transformation of the territory into the company's top-performing region.
- 5) An "8X" image draws attention to an earlier role, where he delivered 8X revenue growth.

### Experience

The paragraphs under each role begin with the challenge and context wherever possible, while the bullets highlight the accomplishments. I kept the paragraphs tight and the bullets concise, with front-loaded accomplishments.

In several of Dennis's roles, I used shaded umbrella statements for his overarching accomplishments. Two of these are arrow shapes that draw the eye to the corresponding graphic. Under his current position, the umbrella statements divide his accomplishments into "Sales Impact" and "Operations Impact" for an easier skim.