

Marybeth Krystofik

Mkrystofik1@udayton.edu

SUMMARY OF QUALIFICATIONS

AREAS OF DEMONSTRATED VALUE INCLUDE:

- National Sales Management
- New Account & Business Development
- Account Growth & Management
- Consultative & Solutions Sales
- New Market Development
- Key Account Management
- Presentation & Negotiation Skills
- Strategic Business Planning
- Marketing Program Design
- Business Partnerships
- Supervision of Employees
- Team Building & Leadership
- Budget Management
- Staff Training & Development

PROFESSIONAL EXPERIENCE

UNIVERSITY OF DAYTON, DAYTON, OHIO 2023 to Current

School of Business – Marketing / Management

Lecturer – Full Time Non-Tenure

Teaching students of all levels, Principles of Marketing, Marketing Survey; Upper Lever (Junior/Senior) Sales Management and Sales Negotiations.

Adjunct Lecturer – Part Time

2018-2023

Teaching Junior and Senior level students Sales Management and Sales Negotiations; interactive courses that prepares students with Sales Emphasis for Sales Management and Negotiations Skills.

OMEGA AUTOMATION INC., DAYTON, OHIO

A leading engineering and manufacturing company of special component production equipment for the automotive, appliance and packaging industries. Founded in 1984, Omega Automation has equipment installations worldwide, which are supported by the Dayton, Ohio facilities and both German and Mexican strategic partners.

President – Business Development, Engineering & Operations

1998 to 2021

- Managed \$16 - \$20 million business with peak sales of \$21.6 million in fiscal year 2000.
- Develop and implement The Omega Company business plan as outlined by the CEO.
- Supervise five departmental team managers and ensure they accomplish their goals.
- Communicate the business status, strategies and tactics to the CEO and Board of Advisors.
- Supervise the QS and ISO 9001:2000 implementation and procedures.
- Direct Sales and Applications departments.
- Manage and negotiate key customers and contracts, such as ThyssenKrupp (\$1.5 Million – 2016), Danfoss Technologies (\$2.1 Million – 2014), SKF (\$4.5 Million - 2012), Delphi (\$10.5 Million – 2003) and several tier one Honda suppliers.

Director of Corporate Business Development

1997 TO 1998

- Managed sales and applications personnel to achieve annual sales and net income objectives.
- Developed, implemented, and managed the sales and marketing plans, programs, and budgets.
- Accomplished the sales objectives by generating sufficient quotation opportunities, customer proposals and final pricing reviews (company results: \$11.2 million sales, generated by \$61.0 million in quotes; and individually had \$7.8 million sales, generated by \$35.7 million in quotes).
- Monitored existing markets for changes in technology, buying trends and competitive threats.

- Communicated market strategies, sales status and sales plans to the CEO and Board of Advisors.
- Identified and developed new markets that offered the opportunity for increased margins.
- Directed the company's communication programs with customers and prospects.
- Supervised the QS and ISO procedures as applicable to the sales and marketing functions.
- Managed key customer accounts, such as Delphi, TRW & Sonoco Products Company.

SBU Team Manager

1996 TO 1997

- Coordinated with the three other Team Managers, a \$6.0 million-dollar customer base.
- Managed existing accounts, which were Delphi, General Motors, LSBI, TRW and Borg Warner.
- Conducted daily operations management of fifteen people with the three other Team Managers.
- Assisted in the development of a forecasting tool to aid in setting margins and achieving overall contribution objectives.

Vice President Sales

1991 TO 1996

- Directed the hiring, training, and review of a team of six or more sales engineers.
- Achieved annual goal of developing five to ten new accounts, such as Texas Instruments, Lucas Sumitomo Brakes Inc, Morton, TRW, Whirlpool, Toledo Mold & Die and GM Powertrain.
- Developed overall company sales from \$8.5 million in 1991 to \$17 million in 1996.
- Achieved 87.5% individual sales growth, from \$3.6 million/1991 to \$6.75 million/1996.

Sales Engineer

1984 TO 1991

- Hired as first employee of "start-up" company that broke even the first year of operations.
- Achieved \$600K in sales in the first twelve months.
- Developed all sales brochures and marketing collateral materials.
- Obtained new customers, including AT&T, IBM, Torrington, Delphi, and General Motors.
- Managed all sales activity to a record \$8.5 million, which was 108% of 1991 revenue goal.

CARDINAL TOOL CORP., ENGLEWOOD, OHIO

Designers and manufacturers of special production equipment, serving the greater Dayton area automotive industry.

Sales Manager

1982 TO 1984

- Developed a new customer industry vertical base, outside of the Dayton automotive market, which included IBM, AT&T, and Chrysler, that generated \$3.0 million dollars in new sales.
- Designed new marketing brochures and sales materials.

KURZ-KASCH INC., DAYTON, OHIO

Founded in 1916, Kurz-Kasch is a leading manufacturer of highly engineered electromagnetic and engineered composite components. One primary area of expertise is plastic molding.

National Sales Manager – Knob Division

1981 TO 1982

- Promoted from Western Regional Sales Manager in 1981.
- Hired, trained, and motivated twenty-three national manufacturers' sales representative organizations with over sixty salespeople.
- Developed sales strategies for key accounts, Hobart, Fender Guitars & John Deere.
- Assisted in the design of a new trade show exhibit booth and associated marketing materials.

Western Regional Sales Manager – Knob Division

1978 TO 1981

- Managed nine regional manufacturers' sales representative organizations and eleven distributors, which generated over \$1.0 million dollars in annual sales.
- Directed all sales activities in a twenty-four-state regional territory.
- Coordinated the planning and execution of over fourteen industry trade shows annually.

EDUCATION

B.S. Business Administration - Marketing Major / Psychology Minor - University of Dayton, Ohio 1978

PROFESSIONAL DEVELOPMENT

Performance Based Results/Paul Cherry - Questions that Sell

Ford Motor Company - Lean Manufacturing Training

New Horizon's - ACT! Contact Management Software

President's Round Table Association – Participating Member

Sandler Sales Institute - Objective Management/Corporate Recruiting Techniques

University of Dayton - World Wide Lessons in Leadership Seminar