
Craig Pfaff

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Sales & Marketing Executive

A senior Marketing and Sales leader with a documented history of achievement, creative energy, and analytical mindset in both domestic and international markets. Seeking an ideal organization with a strong sense of integrity, and offering solid potential for professional growth through team and individual contribution.

Management - experienced leader adept at employee recruitment, motivation, work structure, compensation, performance review, and promotion/dismissal in both startup and mature business environments. Proven ability to maximize team performance through training, mentoring, and incentives of teams up to 50 employees. Project management using collaborative approach to insure inter-departmental win/win scenarios. Analytical business analysis of sales revenue, profitability, and return-on-investment by product lines, empowering knowledgeable and strategic decisions.

Marketing - strategically and tactically experienced in creation of go-to-market plans, product release planning, campaigns, and market research to craft a clear vision, and enable the capture of solid metrics in support of senior decision processes. Extensive skills in filling the pipeline through creating and managing sell-to and sell-thru programs, success/failure analysis, allocation of channel funds, planning/support for national and local events, press releases, and pre/post-sales collateral.

Sales - senior and executive management experience structuring Inside/Field Sales teams and Indirect Sales channels, creation of incentive plans, analysis of performance metrics, recruitment, training, and mentoring. Advanced knowledge of opportunity qualification-to-closure cycle, and using strategic and solutions selling principles to conduct bi-lateral negotiations with CEOs, CTOs, and CFOs. Team leader through vision, performance measurement, and hands-on example.

Professional Experience

Distribution Sales Manager at SeaMetrics in Kent WA

2007 to present

Design/sales/manufacturing of water monitoring instrumentation

Responsible for strategic and tactical management of worldwide Indirect Sales channel.

- Hands-on sales management of complex Indirect Sales Channel composed of ISVs, VARs, distributors, and integrators in The Americas, Europe/Middle East/Africa, and Asia-Pacific
 - Channel performance of 111% in the down financial market of 2008.
 - Personally train and motivate North America channel partners,

(Freelance) Redmond WA

2006 to 2007

Project-based work in marketing and sales.

Responsible for strategic and tactical delivery of programs and plans to enhance and support client marketability and expansion.

- Moss Bay Partners, Redmond WA. Evaluation and recommendation of sales channel processes and improvements.
- Torrent Technologies, Kalispell MT. Development of candidate selection processes, such as role definition, candidate outreach, and interview processes.
- Diabetes Care Center, Seattle WA. Marketing plan, brand development, and preceptorship planning and execution.

Global Channel Manager at Microscan Systems in Renton WA

2002 to 2006

Design/sales/manufacturing of high-performance, commercial bar code scanners.

Responsible for strategic management of worldwide Indirect Sales channel, and management of corporate office sales staff.

- Hands-on marketing and sales management of complex Indirect Sales Channel composed of 250+ ISVs, VARs, distributors, and integrators in The Americas and Asia-Pacific. Traveled 80,000+ miles per year, increased revenue-per-partner by 20%. Channel performance exceeded 2006 quota, and 2005 year-over-year, on sales quota of \$25M+.
- Responsible for training, mentoring, enabling, and motivating strategic corporate sales staff. Implemented solution selling standards, increased inter-departmental communications, and department efficiency and effectiveness, through active and mutual collaboration on goals for the following:
 - Business Development Specialist: responsible for qualifying 10,000+ inbound prospects per year. I provided training and incentives to increase lead closure rate in field to 85%.
 - Embedded Products Specialist: responsible for product integration into large and small OEMs. I provided business training and personal mentoring, resulting in \$4M sales growth in two years.
 - Regional Sales Manager: responsible for sales in a four state area. I provided extreme mentoring in the field to enable a 300% increase in quota within two years.

Vice President Marketing at Skeeg Software in Redmond WA

1999 to 2002

Design/sales of custom enterprise software and professional IT Services.

Responsible for creating annual business plan, and developing sales and marketing processes to support ballistic growth.

- Increased annual revenue by 300% through quality-first strategic initiatives with dotcom CEOs and CTOs.
- Created and implemented business plan and go-to-market strategy to drive into non-traditional markets, including branding and positioning within specific target markets.
- Personally conducted key account development, joint partner acquisition, telemarketing and broadcast email campaigns to flood the pipeline with profitable, high-quality clients.
- Implemented a collaborative approach with clients through use of custom collateral, scripted work proposals, and custom contracts.

Channel Manager at FLIR Systems Automation in Bothell WA

1997 to 1999

Design/sales of workstation software and developer toolkits for machine vision and image analysis.

Responsible for strategic management of worldwide Indirect Sales channel, and management of corporate office staff.

- Developed a new Indirect Sales channel of 50+ worldwide partners to attack leading-edge markets.
 - Recruited and managed Indirect Sales Channel machine vision ISVs, software integrators, and VARs in The Americas, Asia-Pacific, and EMEA.
 - Right-sized the Indirect Sales channel for the image analysis software market, and transitioned from a territory-focused sales model to a line-of-business model.
 - Implemented strategy to drive into non-traditional markets.
- Directly responsible for training, mentoring, enabling, and motivating strategic corporate sales staff.
 - Increased training services revenue by 200% while significantly improving sales forecasting.
 - Reorganized, trained, and mentored the Inside Sales team, and instituted aggressive outbound campaigns using strategic selling methodology.
 - Rebuilt CRM database to allow creation of marketing campaigns using data mining to directly market to existing end-users.

Education & Skills

Bachelor of Arts, Business Administration 1989 at University of Washington in Seattle WA.

Highly skilled in all Microsoft Office applications, and CRM database structure, management, and use.

Electronics theory training and practice, US Air Force.

Fluent in English, proficient in Spanish.