

# Brent Halstead

## Summary

Sales and marketing professional with a results oriented focus credited with inventive tactics and excellence in territory management, team building, marketing and consultative selling. I offer honed skills in business-to-business sales with Fortune 500 companies from conception through implementation. I've built an outstanding record in analyzing business needs, creating new processes, best practices, and business development enabling profitable return on investments. Excellent in performing comprehensive market research for new products and services with expansive knowledge in the print industry including 3D, wide and grand format, production digital and offset presses, workflow solutions, third party interaction, document management, color management, data center printing, variable data and competitive analysis. I'm a visionary with the ability to manage sales, forecasting, and pricing with a focus in long-term business relationships for internal and external customers. I am innovative, hard working, and energetic with excellent communication, organizational, technical, and presentation skills.

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## Experience

### **Konica Minolta**

#### **Senior Production Print Specialist, Louisville KY – 2015-current**

Responsible for developing and maintaining the sales program within the high volume, wide/grand format, and 3D accounts to meet or exceed sales objectives set by senior management and providing specific sales expertise and support as required.

#### RESPONSIBILITIES

- Built local FY'15 CPS and PPSA program.
  - *\$2 Million annual quota*
  - *Finished CPS FY'15 123%*
  - *Finished PPSA FY'15 93%*
- Perform periodic SWOT analysis and create business plans covering the level of activities needed to meet objectives assigned in the market..
- Knowledge transfer to the local sales team and sales management with respect to activity generation including identification of vertical/horizontal market opportunities and target accounts. Drove local, and support national, telemarketing strategy and ensure a focused Production Print strategy within each current key or targeted account.
- Accountable for prospecting and customer relationship development and assessments. Responsible for customer needs analysis, solution development including preparing solutions and providing demonstrations, proposal generation (including pricing), negotiations and maintenance of the production print base through ongoing customer review.
- Provide accurate and timely forecasts as required by management.
- Drive company objectives of profitable production print sales and service revenue, customer retention & growth, along with strategic initiatives of production print, including net new customer growth.

**Specialty Product Manager, Mid-West (KY, MI, N.OH) – 2013-2015**

Responsible for maintaining and developing wholesale dealer channel sales within the high volume, wide format, and 3D accounts to meet or exceed sales objectives set by management and providing specific sales expertise and support as required.

**RESPONSIBILITIES**

- Work with assigned District Sales Manager(s) and dealerships in their efforts to sell and support high volume production print, wide format, and 3D equipment in their territory
- Drive dealerships in identifying, qualifying, and visiting prospects and customers within the territory
- Be accountable for assigned quotas within the specific territory.
  - *\$4 Million annual quota*
  - *Finished FY'13 and FY'14 over 100%*
- Create training and support plan which encompasses dealership's sales management methodologies and priorities
- Assist in maintaining and generating new business within existing dealer accounts
- Provide accurate and timely forecasts as required by management
- Drive and achieve assigned wholesale production print (high volume), wide format, and 3D revenue and unit targets
- Ensure compliance with company policies, procedures and work processes throughout the selling process
- Engage in a planned program of self development and training, ensuring currency in knowledge or products and sales process
- Perform other duties as assigned, such as production solutions, to help entire KMBS team achieve or exceed quota

**Production Print Solutions Engineer, Mid-West – 2012-2013**

Helped develop Production Solutions team to work directly with Konica Minolta's wholesale dealer channel and third party vendors to increase Production Print sales focusing on Data Centers, CRDs, and Commercial Print.

- Launched and hosted national PPSE seminar
- Created and launched PPSE marketing campaign

Specialized in all Production Print oriented workflow software suites (including competitive) to analyze and overcome customer or end user objections and meet or exceed their needs and expectations.

- *\$21 Million annual quota*
- *Finished FY'12 118%*
- *Finished 1st half FY'13 122%*

***Guidance Inc / Creative-image technologies*****Marketing Director, USA – 2011-2012**

Created a marketing division that developed, maintained and tracked activity on all corporate web sites via analytics, drove and tracked activity for corporate social media presence, designed and maintained all corporate branding, expanded all vendor relationships and dispersed their information to all internal groups.

- Defined and maintained corporate brand
- Designed, launched, and analyzed email and web marketing campaigns

**Strategic Alliance Manager**

Developed the sales and marketing deployment strategies for a professional services based group focusing on multi media and meta-systems. Created and tracked marketing campaigns that included targeted email and web-based goals and funnels, social media interactions, and search engine optimization.

- Designed and launched interactive corporate website
- Created and launched customer facing project management interactive website
- Created web portal for internal and external customers

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***Canon USA*****Production Print Systems Specialist, USA – 2009-2011**

Engaged with the Production Specialist team that sold directly to all National, Government and key HP and Océ accounts in high profile and/or complex customer environments to help ensure proper hardware/software/services configurations to meet or exceed customer workflow requirements. Worked directly with the Canon USA Professional Services group to generate revenue by building custom Services and Solutions to solve customer needs.

- \$12 Million annual quota
- Finished FY'10 over 100%
- Finished FY'09 over 100%

**Regional Field Analyst, Mid West/South East region – 2008-2009**

Recruited to build, train, and support the wholesale dealer channel focused on Canon's Production Print portfolio including imagePRESS color and mono engines, imageRUNNER Pro VP, and imageRUNNER Advanced. Planned and launched dealer shows, trade shows, and team training/awareness about Print for Pay, Commercial Print, Graphics Industries, Data Centers, and CRDs. Also involved in Canon USA marketing projects that helped build dealer awareness, Production Print ROI, and gave feedback for future product improvements.

**Xerox Corporation****Color/Mono Solutions Executive (CMSE), KY, TN – 2005-2007**

Developed and maintained new and existing top major accounts for Production Color and Mono business. Periodically worked with regional Production Services Manager and Six Sigma Black Belts to build tactics to win new business with net new customers and to enhance the current base business.

**IKON Office Solutions****Color Systems Specialist (CSS), Dayton OH – 2002-2005**

Direct sales of Graphic and Production Color combined with software solutions to meet customer's needs in areas of: CRDs, Graphic Design proofing, data centers, and general business applications. Also led seminars in Color Workflow, Color Theory, and Color Matching. Led high-end regional training to reps and other specialists (How to Prospect for Color); analysts (RIP/Workflow including Fiery, Edox, Creo, PowerPRESS).

- 2004 Circle of Excellence (C.O.E.) Club (131% plan YTD)
- 2004 Specialist of the Quarter – FY'04-Q4
- 2003 Circle of Excellence (C.O.E.) Club (135% plan YTD)
- 2003 Specialist of the Quarter – FY'03-Q2
- 2003 Rep of the month – March '03
- 2002 Rep of the month – December '02

**Color Systems Analyst, Louisville KY – 2000-2002**

Provided advanced color support and training for all MidWest Region's customers. This included application-training (Adobe Suite, Quark, etc.) enabler training (Fiery, Edox, Splash, MicroPRESS, etc.).

Supported and maintained all showroom computers (Mac and PC) and all software.

- 2001 Employee of the month – May '01

**Allegra Print & Imaging****Manager, Louisville KY - 1993-2000**

Managed full and part time staff that was responsible for printing production from time of initial order, graphic design, printing, finishing, and delivery. We also saw a continued decrease in cost of goods sold in enabling profit margin to increase by 5% annually.

In depth knowledge of the printing process, including single, dual, and four-color process printing, played a key role in the company's transition from analog to digital printing.

**Training****Konica Minolta**

- Start the Presses
- EFI Fiery training

**Canon USA**

- CDIA
- Net+
- Canon Production training

#### **Xerox**

- Xerox Color Specialist training
- Xerox Production Specialist training
- Xerox Advanced Sales training
- Six-Sigma

#### **IKON Office Solutions**

- IKON C.O.R.E. (Sales training) 1, 2, & 3
- IKON Color (Color training) 1, 2, & 3
  - *Certified IKON Color Specialist and IKON Color Master Certificate.*
- Six-Sigma (Green Belt)
- IKON SAE-1 (Analyst and enabler training)
- Microsoft Certified Professional (MCP) Win2k

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#### **Allegra Print & Imaging**

- Dale Carnegie Leadership Training
- Team Building Seminar, American Speedy Corp
- Sandler Sales Training
- Color University, Sales and Graphic Design

#### **Education**

- University of Louisville 1988 - 1992
- Jeffersontown High School 1984 - 1988