

Phyllis M. Abrams

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SALES EXECUTIVE/VICE PRESIDENT OF SALES/COMMERCIAL OPERATIONS

Global Sales Leadership • P & L Management • Strategic Planning • Visionary Leader

High-achieving individual who has consistently demonstrated the ability to meet revenue and profitability goals. Able to deliver bottom line results through process improvements and sound cost controls. Demonstrated leadership in contract negotiations and competitive analysis. Excellent communications and analytical skills and the ability to coach and lead cross-functional teams. Well respected and organized with skills in strategic planning, motivating and managing a professional sales organization

PROFESSIONAL EXPERIENCE

PLASMA RUGGEDIZED SOLUTIONS, INC., Huntington Beach, CA

6/2012 – 7/2013

Diversified global technology leader in the engineered application of advanced protective coatings and encapsulants

Director of Sales and Business Development

Responsible for sales, business development and customer care. Directed the sales team to achieve the quarterly and annual goals developed in conjunction with the CEO.

- Increased sales 12% during 1st year.
- Implemented a system for tracking web site visits and converting into qualified leads.
- Instituted department-wide procedures for tracking leads, weekly sales meetings and customer call reports.
- Developed and implemented a comprehensive marketing and public relations strategy.
- Directed the Company's trade show efforts.

CURTISS-WRIGHT CONTROLS, PG Drives Technology, Anaheim, CA

1/2006 – 1/2011

Manufacturer of sophisticated motor speed controllers for vehicles in medical mobility and industrial applications

General Manager/Director of Sales

Held full responsibility for all aspects of North American operations including a revenue budget of \$22 Million. Responsible for development of the operation's financial plan, forecasting customer demand, the management of customer services and optimizing processes and procedures to insure profitable growth.

- Achieved profit budget each year.
- Doubled sales to industrial customers over 5 years.
- Reduced inventory by \$1M through the conversion and sale of slow-moving or obsolete products
- Negotiated the disposition of \$500K in customer-owned product.
- Reduced the value of consignment inventory by 35% at Company's largest customer while maintaining service requirements.
- Systematized process for doing physical inventory which reduced completion time by 50%, increased accuracy from 85% to 99% and allowed for extra shipping day.
- Maintained on-time delivery to customers above 95%.
- Upgraded the Performance Appraisal process to include measurable goals and insure consistency across the Company.
- Installed automated phone system which increased customer satisfaction and reduced response time.
- Improved efficiency of Customer Services Department by 20%.

BOURNS INCORPORATED, Riverside, CA

8/1978 – 12/2005

A privately held \$450M leading manufacturer and supplier of automotive sensors, circuit protection solutions, magnetic products, microelectronic modules, precision potentiometers, panel controls and encoders, sensors and resistive products

Vice President, Worldwide Electronic Manufacturing Sales (2002 – 2005)

Responsible for worldwide sales to 25 of the largest Contract Assemblers.

- Established and led a sales team to address this market resulting in 25% growth.
- Developed and implemented system to respond to customer quotes making it easier for them to analyze and reducing preparation time by 25%.
- Directed global product recall with negligible financial impact and minimal quality related issues.
- Negotiated contracts and price agreements quarterly and semi-annually resulting in 10-15% market share growth.
- Developed and maintained global relationships through quarterly visits to customers' major locations.
- Implemented solutions to customer's delivery needs through the creation of specialized distribution support.

Vice President of Sales – The Americas (1994 – 2002)

Responsible for direction and management of all sales activities with an annual sales budget of over \$150 million.

- Led a team of over 200 outside salespeople to increase sales an average of 15% each year
- Successfully merged 3 separate Customer Service organizations into a central organization resulting in 10% cost reduction to the Company and improved customer service.
- Created Global Account Management position to address Contract Electronic Manufacturing market segment
- Developed annual expense budgets, strategies and sales quotas for 8 product lines.
- Introduced an extensive week-long Sales Training Program for all Field Sales Personnel, training over 125 students in 3 years
- Directed the roll-out and implementation of Six Sigma resulting in long-term costs savings, process improvements and a fundamental change in the Company's culture; served as Executive Sponsor at Board of Directors' meetings and in various publications

Regional Sales Manager (1984 – 1993)

Managed and directed the sales activities in the Western third of the US plus western Canada with responsibility for \$35 Million Sales Budget

ADDITIONAL PROFESSIONAL HISTORY

MANUFACTURERS REPRESENTATIVES EDUCATIONAL RESEARCH FOUNDATION, Boulder, CO (1997 – 2007)

Industry Speaker, Training Facilitator

ELECTRONIC REPRESENTATIVES ASSOCIATION (ERA), Chicago, IL (1997 – 2005)

Steering Committee Chair

EDUCATION/CERTIFICATION

B.A. Mathematics, Rutgers University, Graduated with Honors

California State University, Fullerton, CA – Graduate level coursework in Accounting, Finance, Business Law and Marketing

Leadership Development Program at Center for Creative Leadership, North Carolina

Executive Management Program – A. Gary Anderson Graduate School of Management at the University of California, Riverside, CA