

STUART ENGELSMAN

(Cell) 705.220.4005 ▪ (Home) 705.721.0770 ▪ (Email) stuartengelsman@hotmail.com

“Stuart is a legacy in our industry and the corner stone of Siemens Water Technologies sales success sales in the municipal market place.” – Roger Radke, past CEO Siemens Water Technologies

PROFESSIONAL PROFILE

Enthusiastic, dedicated high level sales management professional armed with outstanding interpersonal and team building skills. Dedicated to providing sales excellence that meets client needs and organization profitability. Solid multi-tasking abilities in all areas that drive sales to excellence. **Strengths include:**

- Sales channel optimization and management
- Dedication and loyalty
- Strong knowledge of the Municipal Water and Wastewater Market
- Bidding strategies and contract negotiations
- Communication
- Project prioritization and market focus assessment
- Teamwork motivation (internal and 3rd party sales channels)
- Budgeting/forecasting
- Critical thinking and sales assessment

RELEVANT EXPERIENCE

SUMMARY: Extensive experience in the municipal water and wastewater market with various positions in sales and product management. For the past 20 years (Siemens companies by amalgamations) held multiple positions as Sr. Manager overseeing capital equipment sales in various territories across North America.

Primary responsibilities include:

Motivating Municipal Representative Network

- Recruit representatives, develop targets, evaluate performance, implement market and project sales strategies for each territory while maximizing the product capabilities for Siemens. Monitor Representatives performance to optimize Siemens offerings.

Manage Internal Regional Sales Managers (RSM's)

- Establish sales targets for each RSM correlated to products, Representatives and territories, identify “key projects” and construct strategic sales strategies, review and report sales performance and forecasts.

Collaborative Project Bidding

- Set bidding strategies, pricing and commission levels, negotiate with contractors and municipalities. Projects typically \$100,000 - \$10 million

Overall Corporate Sales Responsibilities

- Optimize sales channels, target setting, forecasting and proactive sales strategies, performance monitoring, manage sales targets up to \$350 million/year, maintain growth targets and EBIT levels.

EMPLOYMENT

BUSINESS DEVELOPMENT MANAGER

2012

Siemens Water Technologies Municipal and Industrial Canada, Toronto, ON

- Structure Sales Channels for Municipal and Industrial for the reorganization (January 2012) in Canada as a Global Business Unit (GBU).
- Created Business Plan for transitioning sales support efforts from the USA to Canada as GBU.
- Integrated non-process capital equipment into the existing sales channel
- Interviewed and hired Sales Representatives for municipal and industrial markets
- Achieved highest historical municipal capital sales in Canada - targets \$10.3 million actual \$14.5 million

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EMPLOYMENT Continued...

- REGIONAL SALES DIRECTOR** 2005-2012
Siemens Municipal Eastern USA and Canada, Toronto, ON
- Booking targets \$65 - \$180million territory specific Florida north to New England and Canada
 - Achieved targets goals in all years at growth rates of 7-10% per year.
 - Allocated target goals and managed 35 municipal representatives for 6 different business segments each having multiple product technologies. Managed 4 Regional Sales Managers.
- SENIOR VICE PRESIDENT** 2002 - 2005
US Filter /Vivendi Municipal Sales USA and Canada
- Booking targets up to \$350 million all USA and Canada
 - Achieved target goals in all years at growth rates of 7-10% per year
 - Allocated target goals and managed 180 municipal representatives for 10 different business segments and managed 8 Region Sales Managers
- VICE PRESIDENT SALES** 1999 - 2002
US Filter Municipal East USA and Canada
- Booking targets of \$220 Million East USA and East coast of Canada
 - Achieved targets in all years and received **Presidents Council Awards** for US Filters' Highest Sales Achievements in years 2000 and 2002.
- DIRECTOR OF SALES** 1996 - 1999
US Filter North East Region USA and Canada
- Booking targets of \$32 million for territories East USA VA north and East coast of Canada
 - Achieved targets in all years
 - Allocated target goals and managed 15 municipal representatives for 10 business segments and managed 2 Regional Sales Managers.
- NATIONAL SALES MANAGER** 1993 - 1996
Asdor Limited, Toronto ON
- Managed North America Sales for Biosolids transportation, Filter Presses and Screw Pumps products for 30 Sales Representatives with total annual Sales of \$10 -\$21 million.
 - Prepared market plans and set organizations sales strategies
 - Proposal and costing preparation, bid projects to contractors and direct to municipalities.
- SALES REPRESENTATIVE** 1989 - 1993
ECO Equipment, Toronto ON
- Established Manufactures Representation in Ontario territory as Direct Sales person.
 - Technical Sales support to Consulting Engineers
 - Preparing and bidding projects to contractors
 - Setup Representation in Ontario for various equipment manufactures e.g.; Trojan Technologies, Sprout/Bauer, Eutek Systems, Sanitaire, Asdor, ECO SBR's/Jet Aeration....
- PRODUCT MANAGER** 1983 - 1989
Asdor Limited, Toronto ON
- Screw pump designer and sales support
 - Filter Press pilot studies – on site demonstrations
 - Biosolids transportation sales and design
- PRODUCT MANAGER** 1979 - 1983
Gray Engineering, Toronto ON
- Screw Pump Product Manager
 - Product designer

EDUCATION

- MECHANICAL ENGINEERING DEGREE - Honours** Graduated 1979
Ryerson University, Toronto, Ontario

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PROFESSIONAL TRAINING

- Counselor Sales Program (CSP) – basic selling skills
- Miller-Heiman – Strategic Selling with multi-influencers and managing a complex sales process
- DAG Knudsen – Presentation selling skills
- TAS –Target Account Selling – strategies to win complex project sales
- Coaching – Coaching subordinates to success
- Negotiating to Yes – Closing strategies to win/win

Dedicated ~ Enthusiasm~ Integrity