

ALFRED MINCARELLI

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Experienced and highly accomplished Director of Sales with knowledge of all sales and operating processes, demonstrating solid analytical and team management skills. Proven track record of generating new business through strategic negotiations; while cultivating new relationships with key decisions makers to better understand their needs and objectives. Strong presentations and demonstrations skills. Experience in managing all phases of sales development cycles leading to sales quota achievement.

I am a Goal-driven, tenacious Sales and Marketing professional demonstrating, award-winning, sales record in highly competitive industries. Strong verbal and writing skills, Outstanding customer relations skills, an excellent leader and team player; possessing outstanding motivational skills to build and sustain forward growth while managing and motivating individual performance from team members.

PROFESSIONAL EXPERIENCE:

Westcode Incorporated

West Chester, PA 2011 – Present

Director, Commercial Sales

Responsible for all internal sales and marketing goals, executed and reviewed all new contracts and proposals. Developed and delivered customer's presentation. Created new transit accounts by providing alternative's solutions while maintaining existing customer relations. Strong in establishing new territories, developed new internal procedures for customer quotations and order processing.

Key Achievements:

- Consecutive monthly goals meet.
- Reduced the number of returns.
- Re-established lost business relationships

Hyundai Rotem USA Corporation

Philadelphia, PA 2010 - 2011

Director Sales and Marketing & Government Affairs

Coordinated all sales and marketing efforts, for Hyundai Corporate, with government officials on both the state and local levels and major transportation authority's throughout the United States. Developed major opportunities and coordinated marketing efforts for new rolling stock opportunities. Kept up with industry trends along up to date competitors' information and spearheaded successful product launches. Involved in the selection process of major suppliers on large dollar items. As a member of the AMTRAK PRIIA 305 sub-committee, I contributed to the development of the technical specification for a standardization of Bi-level commuter railcar.

Hoppecke Batteries, Inc.

Cherry Hill, NJ 2008 – 2010

Sales Manager

Coordinated all sales activities for the North American Transit marketplace and the development of new transit customers, along with OEM's, organized and developed proposals while providing technical support to customers. Planned and developed new batteries layouts for new and replacement business. Devised and implemented comprehensive training classes to improve effectiveness.

Key Achievements:

- Exceeded sales targets.
- Re-established lost customer base as a part of retention effort.
- Developed a new battery market segments in signaling and Monorails systems.

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Westcode Incorporated

West Chester, PA

1997 – 2008

Regional Sales Director (2002-2008)

Directed all sales for a \$10 Million dollar transportation product business. Accelerated organic growth with an existing customers and developed new revenue streams by maximizing distribution and positioning products in all major transportation markets. Restructured organization into customer-focused teams, successfully solving problems with poor performance in customer delivery metrics and increasing efficiencies in promotion planning cycles. Interface directly with top-level executives, negotiate high-dollar contracts, and coordinate implementation.

Key Achievements:

- Surpassed company and personal quota by generating more than 50% of company revenue.
- Achieved 200% of quota and grew sales to 6 Million within 3 year time period.
- Generated record-setting sales and earnings for 6 consecutive quarters.
- Produced 75% improvement in on-time, accurate, complete shipments to customers.
- Awarded to prestigious Rolex award in 2006 increasing yearly sales to 3 Million from 6 Million.

Westcode Incorporated

West Chester, PA

1997 – 2002

Sales Manager

Managed all activities within sales organization. Recruited, trained, and supervised highly skilled team of independent sales representatives. Managed accounts and orchestrated post-sales professional services and resources. Implemented strong market expansion and sales planning initiatives to fuel business development. Promoted to Sales Director.

Key Achievements:

- Improved on-time delivery ranking with our largest customer.
- Awarded a 1 million-dollar contract based on on-time delivery improvement plan.
- Received the Platinum Attendance award for the third consecutive year.
- Top selling salesman for the entire company.
- Developed a customer survey to check overall company performance.

CAPP Incorporated

Clifton Heights, PA

1992 - 1997

Inside Sales Representative

Responsible for selling a variety of HVAC controls, along with repair and servicing boiler equipment. Established new accounts by prospecting, cold calls, as well as utilizing referrals. Consistently exceeded company and personal sales goals using a consultative approach to the customers needs.

Key Achievements:

- In 1994 was promoted to team leader for the Northeast Region.
- Helped obtain a profit margin of twenty-one percent in 1995 a profit margin not achieved in previous years.

EDUCATION:

B.S. in Business Management, University of Phoenix

Associates Degree - Electronic Technology, RETS Electronics School

CORE QUALIFICATIONS

- * Key Account Management
- * Strategic Business Planning
- * Market Penetration
- * Products Presentations
- * Revenue & Profit Growth
- * Relationship Marketing
- * Strategic Alliances, Joint Ventures & Partnerships
- * Business Process Improvement
- * Team Building and Leadership
- * Commercial and Customer Support
- * APTA Member & Rail Rodeo Committee Member