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## Summary:

National & Regional Account Executive with strong sales management and marketing experience seeking an opportunity to capitalize on my proven skills in meeting revenue and profit goals and a challenging position with a progressive, growing company driven by results-oriented employees.

## Experience:

### **Regional Builder Sales Manager Mid Atlantic / Northeast Jan 2007 to May 2011** BSH Home Appliances Corporation a leading global manufacturer of appliances.

- Responsible for Thermador, Bosch and Gaggenau appliance sales and brand growth as part of a seven member national luxury sales team. Consistently exceeded aggressive sales goals..... 106% of 2010 business plan
- Increased key segments market share from 9% to 23% over 18 month period ending in 2010.
- Responsible for signing and maintaining Toll Brothers, Inc. national account
- Represented BSH as Board of Trustee member for NAHB (*National Association of Home Builders*) Leading Suppliers Council (*top 100 national builder suppliers*).
- Represented BSH on National Sales & Marketing Council.
- Accomplished Thermador as exclusive appliance brand in “The New American Home” project for the International Builders Show (IBS) for both 2010 LasVegas and 2011 Orlando.
- Accomplished exclusive sponsorship in “The Builder 20 Club” program providing presentations nationally to 500 Custom Builder owners (*in meeting groups of 20*) for Fall 2010 and again for Spring 2011 which included networking team dinners with the groups. This resulted in a significant growth in a key target market for Thermador and Bosch.

### **Regional Sales Director Oct 2005 to Jan 2007** Hanley Wood Market Intelligence

- Responsible for selling subscription access to current performance data on the residential new construction market in the greater Baltimore-Washington SMAs. Hanley Wood Market Intelligence - America's largest and most trusted source for residential real estate research and consulting services covering 75 of the top U.S. markets and provides market information and business advice to the residential development industry.
- Wash DC core clients included most Top 100 Builders Sales/Marketing/Land Acquisitions departments, Major Lenders, and Building Product Manufacturers (including BSH). The Wash DC District office was second only to California in volume and productivity.
- Achieved national 2005 award for 91% customer renewal rate, routinely met or exceeded sales goals with sales volume ranking within the top 5 Sales Directors nationally.

### **Sears Contract Sales, Northeast Region, Aug 2002 to Oct 2005.**

- Account Manager - establishing and expanding the previously undeveloped sales territory in central Maryland and surrounding "open" areas including Northern VA.
- Achieved sales of \$1.2 million and accomplished the 3<sup>rd</sup> highest percentage sales growth (18.5%) for 2004 in the Balt-Wash-VA District.

### **Builders Club, Inc. 1999 to 2002**

- Served as an Independent Contractor responsible for expanding national program into key new markets in Maryland and Virginia (Baltimore – Richmond – Tidewater corridor).
- Responsibilities included selling the intangible reward program for two-year contractual commitments.
- I created new programs, added key category Sponsors, developed relationships with builder organizations, created promotional events, managed sales & expenses, hosted builder award trips to Puerto Vallarta, Cruise Ships, etc.

### **Sears Commercial Sales, North East Region District Manager, 1988 to 1999**

- Northeast Region Manager - Property Management - Transitioned to channel specific sales and marketing in "Appliance Replacement" in 17 Northeastern states. Assigned 5 Districts and was responsible for 25 outside Account Managers with \$44 million in annual sales
- P&L responsibilities for \$15 million Baltimore District (Branch 44). Achieved results of 10% + annual growth since 1992 while meeting or exceeding aggressive net profit goals. Duties included managing 12 outside sales Account Managers and 2 inside sales (Appliance Select) consultants, strategic planning, pricing, marketing/advertising, recruitment, training, etc.
- Key accomplishments include successful local launch of a new national marketing strategy "Appliance Select" in central Maryland in 1996 that significantly increased sales per transaction, gross margins, and widened selling opportunities to the builder market.

### **Education:**

- Wabash College – Bachelor of Arts in Economics
- Achieved CGP award - Certified Green Professional designation with NAHB and Master Green Builder Certificate in 2009 and 2010.
- NAHB - Business Management for Building Professionals course
- Various Sears University Executive Training Courses and AMA Sales Leadership courses

### **Professional Affiliations:**

- Former Board of Trustees for the National Association of Home Builders NAHB- Leading Suppliers Council.
- Former member National Association Remodelers Industry & Professional Remodelers Organization.
- National (and local Maryland/Virginia affiliate) Association of Home Builders.
- Member NKBA, NARI, ASID
- AOPA - Aircraft Owners and Pilots Association / Cessna Pilots Association
- Past Board of Directors FCBA Frederick County Home Builders Association.

### **Hobbies:**

- Flying - certified as single engine land classification - Cessna Skyhawk 172S G1000 cockpit.
- Golf, Mountain Biking, Rollerblading

### **Key Skills:**

- Certified NKBA, ASID, NAHB, AIA Presenter - CEU Training Course
- Computer and presentation skills include Windows 7 and Mac OSX, Excel, Word, Powerpoint, Web, Outlook, etc.
- Strong training, public speaking and presentation ability