

MICHAEL SCOTT COLLINS

OBJECTIVE

To secure a Management position that offers challenge and advancement.

WORK EXPERIENCE

2016- Present Omron Electronics Inc. Hoffman Estates, Illinois
Account Manager

- Responsible for managing a \$2.5 M territory and selling Omron solutions in greater Central/Southern Illinois..
- Target potential Customers with Automation solutions which bundle five key Product segments (Sensing, Vision, Robotics, Motion and Logic).
- Regularly use Salesforce to track, measure and develop sales at Key and Target accounts
- Leverage relationships at Key and Target accounts to expand the Omron value proposition

2015- 2016 Omron Electronics Inc. Hoffman Estates, Illinois
Territory Account Manager

- Responsible for successfully engaging and managing seven (7) Omron Channel Partners in IL, MO, KS. Primary focus on supporting Omron the Sales Channel and Engineering Teams at each Channel Partner.
- Primary focus on developing 3+1 Key and Target Accounts though out the Lower Midwest Region.
- Perform Technical Trainings with Customers and Channel partners on a Monthly basis.
- Develop relationships at Key and Target accounts to leverage Omron Market position.

2011- 2015 Omron Electronics Inc. Hoffman Estates, Illinois
Channel Manager

- Responsible for successfully engaging and managing thirteen (13) Omron Channel Partners in IL, IA, MO, NE, MI. Primary focus on supporting Omron Pay for Performance initiatives at each Channel.
- Responsible for driving Sales and delegating support to our Distribution network by leveraging our Account Management and Technical Support resources.
- Meet with Omron Channel Partners monthly to perform MAP reviews and Sales Meetings.
- Successfully enacted monthly Sales Meetings with all Channel Partners to drive Omron Sales growth. Focus on Marketing initiatives and Key Products to expand Market share in Region.
- Responsible for managing Application Engineering resources with our Channel partners so they are meeting monthly to ensure that they are up to date on all new Products and Software advances.
- Maintain regular contact, outside of MAP meetings, with all Channel partner Management; focus on communication and P4P behavior.
- Successfully launched Training programs with our National Distributor partners; focus on engagement with our Account Managers to drive Omron Sales.
- Measure Sales Activity and progress with Omron Account Managers via Salesforce; track

Sales activity at OEM's and Users. Develop and analyze Sales Metrics to ensure growth.

- Regularly analyze our Channel to rationalize opportunities strategic advancement to the Omron line.
- Oversee eLearning Programs with Channel; ensure that Team is up to date with quarterly Curriculum.
- Perform Quarterly Product Training with Channel and Sales Team.

2009-2011 Weidmuller Inc. Montgomery, Illinois

AE; District 4/Systems Solutions Manager

- Cultivate partnerships with Design Engineers for the development of Custom Products and driving of Weidmuller specification.
- Perform(ed) Technical Trainings with OEM and DEF's.
- Responsible for Power Gen, Petro-Chem / Gas and Renewables.

2003-2009 Weidmuller Inc. Montgomery, Illinois

AE; District 4/Regional Application Engineer

- Responsible for technical product support and promotion of Weidmuller products in the Midwest and Chicago-land area. (Wireless, Ethernet, Power Supplies, Relays, Signal Conditioners, SAI Networking and Terminals)
- Call directly on OEM's and Panel Shops; develop relations that will drive implementation of Weidmuller products to hard Specification; focus on current applications and Vertical Market segments to increase Weidmuller market presence.
- Support Rep. Firms and Distribution by performing Technical Product Training and assisting in Joint Sales calls. (Territory covering Ill., WI., KS, MO, MN ND, SD, PA and IN.)
- Work directly with Design Engineers for the development of Custom Products.
- Provide Technical resources for our Regional Team to increase Sales. These included Wireless Site Surveys and In Cabinet Consultations to turnkey Weidmuller Solutions.
- Oversaw Sales Growth of 23% in 2009

2001-2003 Weidmuller Inc. South Elgin, Illinois

AE/SE; District 4/Chicago Sales Engineer

- Responsible for the sales and promotion of Automation interface products in the Midwest and Chicago-land area.
- Called directly on OEM's and Panel Shops to drive implementation of Weidmuller products to hard Specification.
- Supported Rep. Firms and Distribution by performing Technical Product Training and assisting in Joint Sales calls. (Territory covering Ill., WI., KS, MO, MN ND, SD and IN.)
- Worked directly with Design Engineers for the development of Custom Products.
- Successfully increased 2002 Weidmuller sales 11%.

1999 - 2001 Omron Electronics Inc. Kenosha, Wisconsin

Sales Engineer Midwest Region; Southern Wisconsin Territory Sales Manager

- Responsible for 29% sales growth; 900k territory to 1.2 million from 99' to 00, and maintaining sales activity in the Southern portion of the State of Wisconsin.(Milwaukee, Madison, Racine, etc...)
- Continue focused efforts at developing relationships with Large OEMs by consulting with them to provide Automation Solutions.

- Support Distribution by performing Technical Product Training and assisting in Joint Sales calls.
- Successfully added Omron products to General Electric and SE Johnson machinery specifications.
- Identify and qualify Omron sales opportunities daily; Develop Promotional activities to increase Sales.

1998 - 1999 Omron Electronics Inc. Schaumburg, Illinois
Sales Engineer Midwest Region; Northwest Suburban Territory

- Responsible for driving sales growth 33% at assigned Distributor; 450k to 680k in 1998.
- Responsible for sales, support, and distribution network for one of the world's largest suppliers of industrial factory automation components. Products include sensors, machine vision systems, radio frequency identification systems, single loop process & temperature controllers, PLCs, LAN's, Target/Key accounts include OEM's, End Users, System Integrators and Consulting Firms.
- Regularly interfaced with engineering, management and third parties to provide turnkey solutions.
- Successfully added Omron product to General Motors operating equipment specifications.

1995 - 1998 Omron Electronics Inc. Schaumburg, Illinois
Product Marketing Manager; Photoelectric Sensors

- Responsible for promoting and maintaining a 41 million-dollar Product line; Omron's largest US segment of Automation Sensing Products. Realized 18% growth yearly while managing the line.
- Successfully launched 12 separate models of Omron Photoelectric Sensors to the US Market. Responsible for writing and editing Technical Data sheets for new products released to the US Market.
- Worked directly with Omron Field Sales and Product Engineers to develop new sensor products for the US Market. Maintained constant contact with Field Sales for input and direction. Made regular visits to Field Sales and Omron Customers.
- Trained in Japan on Omron Sensor Products; Developed Japanese/US AESIR team to target, develop and grow Electronic and Semiconductor Sensor business in US.
- Developed Vertical Market Sensor Demo cases for Field Sales as Promotional Activity.
- Regularly performed Sensor Training for Field Sales and Customers; Accustomed to giving presentations to large groups and traveling domestically or abroad.
- Oversaw Sensor Catalog revision project; Responsible for re-writing and correcting Photoelectric Data and introduction of new sensors to US Market.
- Wrote several Technical articles that were published in Sensor Trade Magazines generating enthusiasm and interest for new Sensor Technologies.
- Oversaw Product discontinuations and Product modification updates. Have regularly written RIS/ DIS and White Paper documents.

1993 – 1995 Omron Distributions Center. St. Charles, Illinois
Distribution; Catalog and Grainger Accounts

- Oversaw and maintained all of Omron Product related material; Responsible for shipping

and keeping all Omron Catalogs and Brochures

- Responsible for the packaging, shipping and monitoring of all Grainger products to their respective RDCs.
- Responsible for the re-organization and maintenance of Literature procurement area; Increased shipping efficiency 20% by cutting down on picking time.

**1989 – 1993 Omron Electronics Inc. Hoffman Estates, Illinois
Midwest Regional Sales Customer Service**

- Responsible for maintaining ten Distributor accounts in the Midwest region; oversaw all order entry and pricing issues at said selected Distributor accounts.
- Provided Technical phone support to Customers and Distribution.
- Assisted Field Sales in Joint Calls relating to product troubleshooting.

EDUCATION

2012	SPIN Selling	Schaumburg, Illinois
2003	Rockwell Ethics Training	Milwaukee, WI
2000	Wilson Learning Programs, Counselor Sales Training Certificate	Galveston, Texas
1998	Selling Dynamics L.L.C, Sales Seminar Certificate	Arlington Heights, Illinois
1996	San Jose State University, Semiconductor Manufacturing Certificate	Schaumburg, Illinois
Present:	Judson College	Elgin, Illinois
	B.A. Management (I am in the process of completion of my degree though the AIM Program; I am currently involved in independent studies)	
1990:	Elgin Community College	Elgin, Illinois
	▪ A.A. US History	

INTERESTS AND ACTIVITIES

I am an active member of the 36th Illinois Organization, N-S.S.A, C.M.H. (Company of Military Historians) and the Chicago Civil War Round Table. I am also an avid Historian and collector of Civil War memorabilia.