

ROGER L. WALKER

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SUMMARY: A **Sales Executive** specializing in growing revenue by leading a team to support large, complex customers in all markets. Possess extensive experience with one of the largest Heating and Air Conditioning manufacturers in the world. Recognized for growing sales at a Compound Annual Growth Rate of 25% per year for several years running, for earning an average of 75% share of customer's business and for earning a customer satisfaction rating that was 20 points above the corporate average. Also recognized as a premier trainer and speaker.

PROFESSIONAL EXPERIENCE

2006 to present SENIOR CONSULTANT, GEA Consulting



1979 to 2005 Trane, Columbus, Ohio

DIRECTOR, OPERATIONS & GLOBAL INTEGRATION FOR THE NEW GLOBAL BUSINESS DEVELOPMENT GROUP 2003 - 2005

Contributed to the development of the new Vertical Market sales strategy for Trane. Supported the transition from an account-focused program to a market-focused program. Oversight responsibility for department budget (\$7.5 MM)

- Managed numerous projects/ special assignments to aid in the transition process.
- Led a team to develop solutions enabling consistent global customer support for vertical markets.
- Directed the team that improved the speed and accuracy of the vertical market sales reporting process.

DIRECTOR, GLOBAL/NATIONAL ACCOUNTS, US & CANADA 1998 - 2002

SALES AND MARKETING MANAGER, NATIONAL ACCOUNTS 1992 - 1997

Managed the team that grew sales, to National and Global Account customers, from \$30 MM to \$300 MM in a ten-year period. Managed a \$5+ million budget while demonstrating leverage by consistently reducing the OPEX/Sales Ratio for the department.

- Developed and implemented a new "Strategic Accounts" program that will create incremental sales in the \$100's of millions.
- Led the team that developed a world class "Customer Development Process" that maximized value to the customer, resulting in increased sales from growth in share and an expanded offering of products and services.
- Directed the team that developed "National Account University" which taught new and existing National Account Executives to properly develop and support national account type customers. Developed new tools for National Account Executives; Customer Development Process Toolbox (CD) and a customized version of Goldmine to enhance the National Account Executive's ability to manage their customer's projects.
- Implemented a customer "dashboard" program, enabling the documentation of all aspects of customer relationship and the resulting customer development plan, on two pages.
- Identified and oversaw the development of a tool, "ComfortSite" that enabled our customers to better manage the assets on their facilities. This innovative tool brought tremendous value to the customer while developing a strong tether with the customer and providing access to their replacement and service business.

- Improved involvement and communications with the Americas Sales and Distribution group to gain total support for the National Accounts opportunity as one of three key strategies for the company to grow market share.
- Initiated a new Customer Satisfaction/ Customer Loyalty Process to measure and enhance our ability to increase value to customers and increase our share of their business.
- Participated on the leadership team that expanded the North American National Accounts program to other regions of the world (Europe, Middle East-India-Africa-Latin America-Asia) to facilitate consistent global customer support.
- Implemented an innovative process to meet the equipment needs of our customers during a manufacturing strike at our rooftop unit plant.
- Modified the sales reporting process, saving 6 - 8 man months per year and improving speed and accuracy.
- Authored a white paper, as well as modified Trane's Independent Wholesale Distributor Agreement, to improve the handling of National Account customers by Trane's Independent Wholesale Distributor's in conjunction with the assigned National Account Executives.
- Participated on and contributed to the team that rewrote the policy for commission sharing between all North American field sales engineers.

SALES MANAGER, NATIONAL ACCOUNTS, US HOUSE ACCOUNTS 1986 – 1992

Expanded and improved Trane's pilot restaurant national accounts program.

- Developed a new value-added proposition and led sales teams to reach \$25 Million in incremental sales, of good margin business, from a price-focused market.
- Participated on the team that combined the pilot program with all of Trane's National Accounts selling effort.

***ACCOUNT EXECUTIVE & REGIONAL MANAGER,
NATIONAL ACCOUNTS***

1979 - 1985

Hired to implement a new sales concept on a pilot basis – restaurant national accounts.

- Built sales to \$5 million in incremental business while achieving good selling levels and excellent customer share

DesignAir Mechanical Contractor, Dayton, Ohio

SALES ENGINEER, OWNER ACCOUNTS

Inland Div. GMC, Dayton, Ohio

STUDENT/MAINTENANCE ENGINEER/FOREMAN

EDUCATION

General Motors Institute (now Kettering University), Flint, Michigan
Mechanical Engineering/Plant Engineering – BSME
Completed numerous courses/seminars on various topics.

AFFILIATIONS

Member of the Strategic Account Management Association
Board of Directors, Lifeline of Ohio