

CHARLES F. KROBOTH

 [Professional Profile www.linkedin.com/in/charleskroboth](https://www.linkedin.com/in/charleskroboth)
Cell (214) 906-1954 kroboth@sbcglobal.net Dallas, Texas

Objective: Senior Sales Position

Experience: Channel development in the south central region, as well as nationally. Insight into the needs of major accounts; Enterprise, Government, & Distribution. Technical understanding of multiple platforms. P&L accountability. Proficiency in areas of strategic & tactical planning, forecasts, customer recruitment, and program implementation.

Employment:

Channel Logistx Dallas, TX *Technology Channel Consultants*
09/2012

Present **Principle:** Provide logistical planning and processes to create or enhance the partner channel. That channel includes Value Added Resellers, Systems Integrators, online businesses and retail. Channel Logistx develops strategies and programs for increased sales velocity and competitive positioning via company's existing and potential channels. Additional consultancy to investors in the area of print manufacturing and distribution.

- ❖ Consulting for Mosaic Research and their investor clients on printer industry and market share in the solution provider channel.

Brother International Dallas, TX *Manufacturer of printer and multifunction products*
02/2004

04/2012 **Solution Provider Sales Manager:** Focus on VAR's and Systems Integrators in 8 states surrounding Texas. This was a new group within Brother to address the previously ignored Solution Provider channel.

- ❖ New accounts identified, engaged, and generating revenue within several months
- ❖ President's Club my first year

Director of Sales: After 18 months I was promoted to manage the Solution Provider Group sales team and develop marketing & partner programs.

- ❖ Reworked old, failing partner program to meet immediate need for partner recruitment and retention
- ❖ Developed more focused approach to trade shows & advertising by eliminating wasteful spending and expanding in result producing areas
- ❖ In year two I was given another start-up group to focus on industrial labeling, Bar Code printers & mobility solutions
- ❖ Managed team of 11 at our peak
- ❖ Industrial Labeling was spun off to set us as a separate division after 15 months
- ❖ Averaged 12% year over year sales increase while company averaged 9%
- ❖ Re-org in 2009 had me managing 7 major accounts on a national basis
 - CompuCom, ASI, ePlus, Pomeroy, MCPc, TIG, and En Pointe
- ❖ Re-org in 2010 shrunk group to 4 and changed job description to territory management
 - Worked the VAR channel in 15 states with focus on hardware and (MPS) managed print
 - Presidents Club in 2011

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Interphase Corporation Dallas, TX *Manufacturer of high-performance connectivity & security products*
03/2000

04/2003 **Channel Sales Manager:** Responsible for creation of alternate channels in half the US. Products included encryption accelerators, fibre channel HBA's for Storage Area Networks, and networking products – Gigabit Ethernet, 10/100, & SCSI.

- ❖ Identified and contracted with VAR's & corporate resellers to market Interphase products
- ❖ Reworked distribution process and cleaned up outstanding financial issues
- ❖ Helped arranged exclusive channel for our telecom products through Arrow/Wyle
 - Interphase products introduced into integration projects at Nortel, Tellabs, & others
 - Trained and partnered with SE's & sales in Arrow's Strategic Telecom group
- ❖ Other responsibilities included
 - Monthly, quarterly, annual forecasting
 - Input on sales compensation plans to eliminate channel conflict with direct sales

Regional Sales Manager: Worked Southeast U.S. sales to Telecom and Storage Area Network OEM's as well as Government/Military accounts.

- ❖ Helped initiate contact with OEM's - IBM, Siemens, and Harris
- ❖ Worked with contractors Northrop, Lockheed, & SPAWAR to introduce new solutions
- ❖ Manufacturer representative recruitment and training

Pinacor (formerly MicroAge Distribution) Dallas, TX *Computer Products Distributor*
11/1995

03/2000 **Area Manager:** Covered the south central division for Pinacor's Enterprise Solutions Division. Focus on business partners, their end users, and the IBM team to sell mid-range, UNIX hardware & software solutions. Also included IBM's Intel based Netfinity server line and IBM e-Business software.

- ❖ In 1998 exceeded '97 numbers by 50%
 - Enterprise division top sales person and part of Pinacor Corporation's Pinnacle Gold Club
- ❖ In 1997 surpassed previous years numbers by 500%
 - Finished as top sales person in the division - MicroAge Corporation's President's Gold Club
- ❖ Built the top territory in the division in 1997 from the worst territory in 1995
- ❖ Opened new business relationships at Fortune 500 companies by partnering with our resellers
 - GTE, Halliburton, Burlington Northern, JC Penney, Philips Petroleum, & Williams Companies

Prior to 1995 I spent time with two technology distributors; Ingram Micro and AmeriQuest. I was Top Gun in the field sales organization at Ingram one year and top 10% every year. AmeriQuest was a startup put together by former Ingram executives. They grew quickly through acquisition but did not survive for very long.

Certifications: Cloud U Certificate - Rackspace Hosting
Karrass Negotiating Techniques (Negotiation Training)
Selling to Vito (Sales Training)
Ziglar - Strategies for Success
Ziglar Sales System
Ziglar - Essential Presentation Skills

Education: Brookhaven College and Old Dominion University

Interests: Neighborhood and church volunteer. Cycling