

# Michael F. Hotchkiss

9 Austin Rd. Milford, CT 06460 - Ph: 203-278-1689 - E-mail: [mike@michaelfhotchkiss.com](mailto:mike@michaelfhotchkiss.com) - Web: [michaelfhotchkiss.com](http://michaelfhotchkiss.com)

## *Dedicated Achievement Professional*

### Summary

Accomplished **thinker** able to fill a need for an **innovative** company using diverse skills and inherent **creativity**. A Degreed Mechanical **Engineer**; fluent in the art of **B2B** interaction. Experienced in domestic and **international** business and cultures. Comprehensive understanding of engineering, **manufacturing**, and **capital projects**. Ability to grasp the complicated and convey it simply. A rare mix of a **logical** yet **inventive** mind. A person of **integrity** who leads or follows with equal **confidence**.

### Highlights

- Promoted to Director of Sales for a \$60 million division; youngest Director in 150-year history
- Opened Asian Region HQ and created sales of over \$25 million in 5 years
- Implemented company specific CRM system, growing prospect creation 10 fold
- Drove sales growth by 10% per year for 12 consecutive years
- 10-year record of efficient budget management
- Increased distributorship by 75% over a 12-year period
- Established custom built maintenance “mule” as standard equipment for MD900 Helicopters
- Led design efforts for new Da Vinci Surgical Robot Probe holder device
- Assisted in the creation of new cloud based publishing service
- Implemented marketing campaigns for trade shows, new web sites and digital media

### Work Experience

MFH Technologies, LLC – Sales Training, Business Development, Marketing Services

**Consultant** – Milford, CT (August 2014-Present)

- Helped create new cloud based publishing service using a SaaS model
- Developed custom proposal preparation programs reducing client response time tenfold
- Content writing for company news releases, websites, blogs and datasheets, etc.

Interface Devices, Inc. – Custom Manufacturer of High Pressure Fluid Power Products

**Vice President of Sales and Marketing** – Milford, CT (Sept 2001-August 2014)

- Increased sales revenue year-on-year by an average of 10%
- Designed custom fluid power circuits for GE, GM and Black & Decker
- Increased coverage and managed North American distributorship. Added first European and China sales reps
- Launched comprehensive digital marketing campaign, ditching ineffective print advertising

Industries served: Automotive, Aerospace, Machine Building, Automation, Nuclear

Major customers: Carr Lane Roemheld, Vektex, Gulfstream Aerospace, Cooper Surgical, Hurst “Jaws of Life”

Farrel Corp – Producer of the World’s Largest Polymer Processing Machines (January 1989-January 2001)

**Director of Sales** - Ansonia, CT (1996-2001)

- Youngest Director in company history
- Acquired new business from major companies such as Equistar, Formosa Plastics, Singapore Polymers
- Lead a team to configure and secure \$5 million order for the first ever Nylon Reclaim machines
- Worked with R&D in the development of direct extrusion of wood composite materials (Trex® Decking)

- Managed major trade show involvement (\$250k budget) such as NPE (Chicago) and K-Show (Dusseldorf)

Industries Served: Petrochemical, Tire & Rubber, PVC Makers, Advanced Polymers & Compounds

Major customers: Exxon/Mobil, Southwire, Ferro, Sinopec (China), Thai Petrochemical, Goodyear

Farrel Asia

**Sales Manager, Asia** – Singapore (1991-1996)

- Opened new office in Singapore covering territory from China to New Zealand
- Exponential territory sales growth leading to US\$ 25 million in sales annually
- Closed largest company contracts with Hyundai totaling US\$14 million
- Established 7 new sales agent agreements in 7 countries delivering new sales in each case

Farrel Corp & Farrel, Western Region

**Sales Engineer** – Ansonia, CT & Houston, TX (1989-1991)

- Managed 28 member, \$6 million Houston Repair Facility as a profit center (gross margins > 45%)
- Company lead for machinery commissioning functions throughout North America
- Strategic account oversight (Dow Chemical, Phillips, Lyondell-Bassell, Eastman, Atofina, etc.)

## Education

Bachelor of Science in Mechanical Engineering (GPA – 3.73)

University of Bridgeport - Bridgeport, CT – 1987 to 1988

## Skills

CRM (10+ years), Microsoft Office Expert (10+ years), Corel PaintShop Pro, Conversant in HTML, Bootstrap & CSS

## Publications

Preparation Breeds Success - August 15, 2014 - [preparationbreedssuccess.com](http://preparationbreedssuccess.com)

A guide to sales of engineered products

Non-fiction Business book. Archway Publishing

ISBN 978-1-4808-0773-0

Sales, Technology, History & Sports Topics - [michaelfhotchkissblog.com](http://michaelfhotchkissblog.com)

History of the Italian Campaign of WWII - [winterlinestories.com](http://winterlinestories.com)