

MICHAEL FINNIGAN

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PROFILE SUMMARY

TECHNOLOGY SALES & BUSINESS GROWTH LEADER

Customer-centric business development catalyst with a deep-rooted passion for information technology and 20+ years of experience delivering superior growth and revenue maximizing solutions in the digital print space. Equally skilled at strategic planning, developing high-performance teams and executing corporate objectives. Outstanding communicator with exceptional problem solving skills and an innate ability to forge collaborative relationships with internal and external stakeholders. Bachelor's degree in marketing. Open to relocation and 75% travel.

Sales Management | Business Development | Strategic Planning | Leadership & Team Building | Training & Development
| Pipeline Management | Territory Management | Account Management | Vendor Relations | Contract Negotiations |
Solution Sales | Consultative Sales | Research & Analysis | Creative Problem Solving | Analytical Decision Making |

SELECT ACCOMPLISHMENTS

BUSINESS DEVELOPMENT

Company had lost business and market-share to competitors. Leveraged solution based sales approach to introduce innovative new technology, create long-term value for clients and win back accounts. Published 5 case studies used in brochures. **50% of victories exceeded \$500K in YOY revenue growth; previously net \$0 accounts.**

PERFORMANCE IMPROVEMENT

Internal and external customers lacked trust, respect and accountability towards one another. Solicited feedback, cultivated relationships, identified stakeholder challenges, conducted needs assessment and introduced mutually beneficial incentive program. **Over 40% of customers were competitive knockouts; maintained 95% retention.**

TRAINING & DEVELOPMENT

New products required go-to-market strategy and sophisticated marketing tactics to achieve growth targets. Developed operating plan, forged cultural bond between business units, trained sales team in SWOT analysis, facilitated regular collaboration and provided mentorship. **Helped 20 sales reps achieve annual sales quotas.**

PROCESS IMPROVEMENT

Manufacturing company had grown too fast and was now experiencing a tremendous amount of waste. Collaborated to develop a strategic plan, SOP's and performance dashboard. Implemented JIT manufacturing, replaced legacy system and helped train staff. **Reduced client costs by 75% and achieved \$1M+ in net new sales.**

PROJECT MANAGEMENT

80K student school district, with 10K employees across 140 campuses, was operationally fragmented contributing to excessive document management costs. Analyzed workflow, developed centralized in-plant CRD system, SOP's and KPI's. Implemented document management strategy. **Generated \$3M and decreased expenditure by 30%.**

COMPETITIVE KNOCKOUT / NET NEW BUSINESS

Leading urban school district that provides a high-quality education for more than 100,000 students (about 1 of every 7 students in Kentucky), was operating on outdated and inefficient equipment to produce production Black & White documents contributing to excessive cost. Analyzed workflow, conducted in-dept needs analysis, solution validation, proposal, demo, implementation, and growth strategies. Introduced innovations that allowed them to bring more business into their in-plant in this pandemic-fueled environment. Helped them to embrace change. Replaced multiple competitive engines with more efficient technologies and in-line finishing solutions. **Reduced cost by 30%, generated over \$600k in net new hardware revenue and \$10M in annuity over the next 7 years.**

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PROFESSIONAL EXPERIENCE

Regional Production Print Specialist

Canon Solutions America, Inc. | Cincinnati / Dayton / Lexington / Indianapolis / Louisville | May 2019 – June 2020

- Support Regional Sales Leadership and Teams to increase the sales of Canon Production Technology and Document Management Solutions
- Increased sales by 100% from \$5K to \$1M in 1st six months
- Strategically developed a pipeline for Production B/W Titan series of 1M for 1st half 2020
- Participates in customer strategy planning and collaborate with all business functions to create a complex strategic plan

Production Print Business Manager | Wide Format Sales Specialist

Woodhull, LLC | Cincinnati / Dayton / Ohio | May 2018 – May 2019

Successfully launched the Production Print Program at Woodhull, LLC, an exclusive Ricoh dealer with offices in Cincinnati, Dayton and Columbus, Ohio. Responsible for all production opportunities including Workflow and Applications in environments such as Commercial Print, Digital Print Service Providers, In-plants and CRDs.

- Launched a Production Print VIP Product Symposium that increased net new pipeline by over \$1.5M
- Generated over \$500k in net new customers sales in 10 months.
- Increased sales of Ricoh Production Color solutions by 200%
- Over 50% of revenues from NET NEW customers

Senior Production Print Specialist | Wide Format Sales Specialist

Sharp Business Systems | Georgia / Alabama / Ohio | January 2016 – May 2018

Senior Production Print Specialist responsible for product planning, marketing and strategic initiatives for high-speed product / light production lines for the Georgia / Alabama / Ohio / Indiana markets. Key member of the sales leadership team that is responsible for high speed production print for new and existing products including applications and workflow in specific environments. Including Commercial Print, National Franchise Print for Pay, Digital Print Service Providers, Quick Printers, CRD's In-Plants and Date Centers. Plan and conduct market research and competitive analysis. Work closely with customers, operations, channel marketing, training, field service, and sales channels to guide feature implementation and ensure that product and sales goals are met.

- Increased sales from \$50K to \$1.2M from January 2016 – April 2017
- Consistently ranked in top 10% of company in Production Printing Sales.
- Transferred to Cincinnati, Ohio May 2017
- Ranked #1 in Sales for in-line production finishing solutions
- Developed a skill set for Digital Signage, Video Walls and AQUOS BOARDS interactive display systems and Profession Displays

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Production Print Sales Specialist

Ricoh USA Inc. | Atlanta, GA & Birmingham, AL & Franklin, TN | June 2004 - March 2015

Directed sales force of 20 account managers, sales managers and sales engineers. Managed end-to-end sales cycle, tradeshow marketing, training and development. Developed strategic partnerships with third party vendors.

- Increased sales from \$1.5M to \$1.75M annually over an 11-year period.
- Achieved 100% professional sales revenue every year; twice exceed annual quota by 250%.
- Secured one of the largest workflow and professional services integration sales in company history.
- Consistently ranked in top 20% of company in Production Printing Business Group.
- 5 sales victories were published as external case studies and incorporated as customer brochures.
- Ranked #1 for production printing sales executives during tenure; 2006-2007.
- Gold Primus & Summit Club Trip Winner for exceeding sales quota by 125%.

Senior Production Account Executive | Midrange Production Sales Executive

Océ Printing Systems | Atlanta, GA | June 1997 - June 2004

\$20B printing and copying hardware and software manufacturer; 10,000+ employees.

Oversaw all aspects of sales and account management. Developed strategic goals and marketing materials to support 20 territorial account managers. Balanced performance of software solutions and hardware sales.

- Grew 3 national regions cut-sheet engine placements and software applications by 150% year over year.
- Increased Southeast and Southwest region sales from 5% quota mid-year to 160% by fiscal year end.
- Generated an average of \$1.5M annually per continuous form printing and software solutions account.
- Implemented complex financial sales via a consultative sales approach; increased margins by 10%.
- Redirected sales focus in response to shifting market demand; improved closing ratios by 75%.
- Exceeded 100% of annual professional services quota every single year during 7-year tenure.
- Recognized as top U.S. sales performer for mid-range printing solutions in 1997; 288% over quota.
- Achieved Presidents Club distinction in 1997, 1998 and 2000; surpassed 125% of \$1.5M annual quota.
- Selected to contribute as member of product launch team for special production printer series.

EDUCATION

- Bachelor of Business Administration, Marketing, University of Cincinnati, OH.

CERTIFICATIONS & AFFILIATIONS

- EFI Certified Expert
- EFI Certified Professional
- CHAMPS Production Services Certification - Ricoh Americas Corporation.
- Certified Production Color Solution Specialist - Ricoh Americas Corporation.
- Acclivus Strategies MAPS.
- Acclivus R3 Negotiation Sales Training.
- Member of Printing Association of the Southeast (PIAS).
- Member of Middle Tennessee National Postal Customer Council (MTNPCC)
- Member Graphic Media Alliance Ohio, Michigan, Kentucky
- Member of Printing and Imaging Association of Georgia
- Member of In-Plant Printing and Mailing Association