

TROY ALEXANDER BARBER

321 Orange Street • Manchester, NH 03104 • 919.795.7639 • tabarber@fritter.com

Career Focus: Elevating Product Design One Sale At A Time

Professional Summary

Business development professional with 10+ years' experience selling B2B product development consulting services to senior level clientele and averaging year-to-year percentage annual growth in net sales of >50%. Accomplished at rapidly generating new business, growing new and existing client accounts, and implementing reproducible strategies and sales methodologies in creative services organizations.

Areas of Expertise

- New Business Development
- Written & Verbal Communication
- Creative Lead Generation
- Proposal Writing
- Vetting Prospective Customers
- Making People Laugh
- Building Customer Rapport
- Collaboration & Teamwork
- Customer Follow-Up

Professional Experience

Eclipse Product Development Corporation

Director of Client Experience

East Kingston, New Hampshire

September 2015 - Present

Hired to lead all outbound sales efforts and streamline inbound sales conversion process for an award-winning industrial design, product engineering, human factors & usability testing, and user interface development consultancy. Closed \$610K+ in first year sales against a \$750K target with current pipeline of \$1.5M+ and \$3M+ in potential projects uncovered. Other responsibilities include:

- Build and manage CRM database of 2,100+ prospects at 650+ prospective companies from scratch.
- Sell a suite of unfamiliar services with limited on-boarding.
- Estimated and wrote proposals, negotiated terms & conditions, and followed-up with clients to secure payment.
- Raise Eclipse's profile in the Greater Boston, national, and international product development community.
- Attend trade events, network with prospects, customers, and development partners, and provide solutions that help device manufacturers commercialize complex technologies in the health, life science, industrial, and medsumer product spaces.

bleck design group

Manager, Business Development

North Chelmsford, Massachusetts

September 2013 - May 2015

Recruited to pivot sales efforts for a product development consultancy from a primarily inbound lead fielding model to an outbound sales process targeting established companies in diversified markets and industries.

- Responsible for adding \$3M+ of the \$4.75M+ sales pipeline at time of separation (\$2M+ from cold calls / direct selling).
- Estimated, proposed, and closed \$550K+ in medical, laboratory, industrial, and consumer projects (\$450K+ invoiced at time of separation), including resource planning and allocation.
- Implemented, customized, and managed BDG's transition from FreeCRM to Salesforce and created custom Excel-based spreadsheets tailored to BDG's reporting needs.
- Represented BDG at local and national networking and trade events, including responsibility for travel and lodging arrangements and booth set-up and breakdown.
- Referred \$75K+ in new business to a microfluidics network partner.

Helix Design, Inc.

Manager, Business Development

Manchester, New Hampshire

January 2007 - September 2013

Hired to expand sales capacity for an industrial design, mechanical engineering, user research, and prototyping services consultancy and reported to Director of Business Development until his departure in April, 2009; assumed primary responsibility for all business development activities until separation.

- Generated average year-to-year percentage annual growth in net sales of >50% from January 2007 to September 2013 (\$3.5M+ total), with virtually all business the result of cold calls / direct sales efforts.
- Estimated, presented, and closed proposals written for mid-, senior-, and C-level clientele.
- Formulated, proposed, won, and led Helix Design's first user research effort for a leading professional tool manufacturer, and led a subsequent user research effort for the same client in Shanghai, PRC.
- Managed client relationships in collaboration with development teams.
- Implemented and maintained Helix's first dedicated ACT! CRM database.
- Authored Helix's periodic "Sneak Peek" case studies emailed to subscribers approximately 5-10 times per year.
- Collaborated on web messaging and created marketing materials tailored to specific clients and opportunities.

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Professional Experience (Continued)

MAKERS Product Development Inc.

Manager, Business Development

Manchester, New Hampshire
September 2005 - November 2006

Recruited to sell industrial design and mechanical engineering services to firearms manufacturers, a traditional, conservative industry averse to working with external product development consulting resources.

- Inroads and contacts I uncovered were instrumental in the founding of a sister firearms accessory company.
- Implemented and managed MAKERS' first dedicated Goldmine CRM database.

PrintGlobe, Inc.

Sales Manager

Austin, Texas
May 2000 - June 2001

Sold printing, web, and graphic design services for a 4-person corporate communications firm, formerly known as Corporate Communications of Austin.

- Generated \$415K in new business through cold-calling, brochure distribution, and follow-up, doubling sales in fourteen months.
- Our success allowed the founder to raise funding and open PrintGlobe.com, the online printer's portal.
- PrintGlobe now employs 50+ people and has annual revenues of \$15M+.

Venkél Ltd.

Sales Representative

Austin, Texas
August 1998 - March 2000

Sold surface mount passive components to domestic and international OEM's, contract manufacturers, and distributors.

- Generated \$720K+ in new sales through cold-calling, catalog distribution, and follow-up.
 - As a member of a 10+ person sales team added most new customers 12 of first 18 months.
 - Authored a manual for selling passive components that was given to all new sales hires.
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Volunteer Experience

Unitarian Universalist Church of Manchester

Vice President: 2015/2016 | President: 2016-Present

Manchester, New Hampshire
August 2015 - Present

- Presides at meetings of the Executive Board, coordinates standing and ad hoc committees, serves as parliamentarian, and performs other functions as designated and assigned by the Executive Board.

Granite State 30+ Baseball League

Treasurer

Manchester, New Hampshire
December 2011 - Present

- Responsible for overseeing the GSBL's finances, working closely with other officers to safeguard the organization's financial health, and assisting in efforts to secure league and charitable event sponsorships.

Unitarian Universalist Church of Manchester

Member, Ministerial Search Committee

Manchester, New Hampshire
January 2012 - August 2013

- I served on the 9-member Ministerial Search Committee that selected UU Manchester's current settled minister Rev. Patrick McLaughlin.
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Education

North Carolina State University

Master of Industrial Design

Raleigh, North Carolina

University of Texas at Austin

Master of Arts, East Asian Studies

Austin, Texas

University of Connecticut

Bachelor of Arts, East Asian Studies

Storrs, Connecticut