

**Dean J. Calin**  
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## **JOB OBJECTIVE**

I am driven to use my marketing skills to bring greater success to a strong and dynamic organization.

## **SUMMARY OF QUALIFICATIONS**

With eighteen years of sales, marketing and communications experience I am able to lead in any project that requires initiative, decisiveness and professionalism. An experienced public speaker, I am comfortable working with all levels of interaction in a corporate environment. I feel that effective communications are the key to success – "Say what you mean, mean what you say." Having grown four start-ups into successful companies I am well-versed in raising capital and establishing business plans. An expert in marketing and public relations, I bring with me experience working in both private and government sectors.

## **PROFESSIONAL EXPERIENCE**

May 2008 – March 2009 (Global Layoffs)

**Erowa Technology, Inc., Arlington Heights, IL**  
MARKETING MANAGER

- Stepped in to reorganize a floundering marketing department for a United States division of a major, Swiss-based equipment manufacturer.
- Refocused advertising program to effectively reach target audience.
- Rebuilt training presentations from haphazardly gathered source materials into a cogent and usable format.
- Organized participation in industry's largest trade show with a 50' x 50' booth, fixtures, displays, video demonstrations, presentations, posters, material samples, hospitality and other elements.
- Worked in tandem with various trade organizations to share information and participate in member benefit programs featuring discounts on our material as incentives.
- Worked with various trade publications on industry reports, economic status articles, etc.

May 2004 – May 2008

**Dynamic International, Pewaukee, WI**  
MARKETING MANAGER

- Revamped a stagnant marketing environment by upgrading web content, creating a press release program, generating a targeted email campaign and writing customer testimonial articles for trade magazines.
- Designed, filmed, edited and produced demonstration videos of CNC Milling Machine products for distribution to potential customers
- Organized corporate presence at large-scale industrial tradeshow. Dynamic's presence represents half-million dollar projects, responsibilities which included booth design and implementation, signage, customer receptions, customer traffic reports and disbursements thereof; liaison for staff, management and tradeshow personnel.
- Designed and created four-color ads for industry magazines (Modern Machine Shop, Moldmaking Technology, etc.) as well as ads for the industry trade group member directory and other publications.
- Generated press releases promoting high-tech solutions to customer requirements.
- Created and distributed Dynamic's first email newsletter for used equipment.

- Created and distributed various hard copy and electronic brochures for equipment and events.
- Created PowerPoint shows, including a 340 page show for the company's annual sales meeting.
- Designed and created company brochures customizable in-house for distribution to specific customers.
- Maintained 30,000 account database of contacts in SalesLogix, the in-house CRM product.

1999 - 2004

**TradeAir, Milwaukee, WI**

VICE PRESIDENT OF E-SALES / DIRECTOR OF DEVELOPMENT

- Conceived, designed and supervised the development of the industry's most successful commercial aviation net market, TradeAir.
- Recognized by Price-Waterhouse as the first aviation e-commerce platform to conduct an unassisted transaction.
- Named by Forbes magazine as a "Top 200 B2B Web Sites"
- Traded one million dollars in a single day.
- Attracted one thousand companies to use TradeAir and associated services through direct sales, promotions, trade shows and literature.
- Hired and managed IT and clerical support staff

1998 - 1999

**AirLiance, Roselle, IL**

AIRLINE PARTNER SALES EXECUTIVE

- Established and developed a sales and purchasing liaison position with Air Canada, handling all aircraft parts requirements.
- Created with Ernst & Young a market study creating a mission statement and business plan for this sales arm of Lufthansa, United Airlines and Air Canada..
- Designed company e-commerce system.
- Designed and maintained company intranet.

1993- 1998

**Tracer, Milwaukee, WI**

AIRLINE SALES MANAGER

- Established and maintained major airline accounts (American, Delta, Continental, USAir, etc.), increasing Tracer's airline customer base by 90%.
- Established relationships with competing brokers, distributors and repair stations for the sales and purchase of excess commercial airline inventories.
- Created distribution and authorized resale relationships with manufacturers, which allowed our company to leverage constant presence with airline procurement personnel.

**EDUCATION**

Communications, Mundelein College, Chicago, IL – Attended 1977-1978.

**INDEPENDENT PROJECTS**

- Special event organizer for festivals, meetings, conferences.
- International professional folk singer and public speaker.