

Dean J Calin
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OBJECTIVE

I am a highly motivated, detail-oriented professional committed to delivering powerful results and I am seeking a position with a company that needs my strength, vision and team-building.

WORK EXPERIENCE

2/2010 to 10/2011

Tracer Corp, Milwaukee, Wisconsin
Strategic Sales

Primary responsibility to guide inside sales team on successful sales and marketing in the commercial aerospace aftermarket. Lead by example and set up distributorships with manufacturers whose products would facilitate improved market share for Tracer. Secondary responsibility to sell commercial aircraft parts and components to commercial airline customers, heavy maintenance facilities, repair shops and aircraft parts brokers. Tertiary responsibility to assemble older or obsolete inventory into packages to sell to operators of older aircraft or repair shops that specialize in the repair of same. Corollary tasks included database maintenance, representation at industry trade shows.

5/2008 to 3/2009

EROWA Technology Inc., Arlington Heights, Illinois
Marketing Manager

Brought in to reorganize floundering marketing department for a United States division of a major, Swiss-based equipment manufacturer. Refocused advertising program to effectively reach an American audience. Rebuilt EROWA training presentations 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.

5/2004 to 5/2008

Dynamic International, Inc., Pewaukee, Wisconsin
Marketing Manager

Position created at \$75 million machine tool importer and distributor. Revamped and upgraded web content, created a press release program, generated targeted email campaign and wrote customer testimonial articles for trade magazines. Designed, filmed, edited and produced demonstration videos of CNC metal-working machine products for distribution to potential customers. Organized corporate presence at large-scale industrial trade shows throughout the country and into Canada. Budgets exceeded \$500K for several annual shows; responsibilities included booth design and implementation, signage, customer receptions, customer traffic reports and disbursements thereof; liaison for staff, management and trade show 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. Intense database development and maintenance.

1/1999 to 1/2004

TradeAir, Milwaukee, Wisconsin

Vice President of Sales

Original partner in dot-com venture; raised two million dollars in start-up capital. Based on extensive industry experience, conceived, designed and supervised the development of the industry's most successful commercial aviation net market, TradeAir. B2B portal recognized by Price-Waterhouse-Coopers as the first aviation e-commerce platform to conduct an unassisted transaction. Notably named by Forbes magazine as a "Top 200 B2B Web Sites." Crain's recognized that site traded one million dollars in a single day. Signed up over one-thousand industry users and associated services through direct sales, promotions, trade shows and literature. Responsible for hiring and managed IT and clerical support staff.

1/1998 to 1/1999 AirLiance

Roselle, Illinois

Airline Partner Sales Executive

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

1/1993 to 1/1998 Tracer Corp

Milwaukee, Wisconsin

Airline Sales Manager

Established and maintained major airline accounts (American, Delta, Continental, USAir, etc.), increasing Tracer's airline customer base by 90 percent. Through the growth of this new company established relationships with competing brokers, distributors and repair organizations for the sales and purchase of excess commercial airline inventories. An innovation to this market at the time, created distribution and authorized resale relationships with manufacturers, which allowed our company to leverage constant presence with airline procurement personnel.

1/1988 to 1/1993 Mitchell Aircraft Spares

Algonquin, Illinois

West Coast Sales Manager

Sold aircraft and support material to United Airlines, Continental Airlines, US Air, and other major carriers, increasing company's customer base by 40 percent. Traveled extensively in the domestic United States and Canada, developing relationships with lower to upper management of airlines. Was top airline sales manager in 1992 and 1993, increasing sales from .5 to 2.4 million dollars per year.

CERTIFICATIONS, LICENSES, AWARDS

Speaker at the Air Carriers' Purchasing Conference; commercial aerospace directory was named in Top 200 Aviation Web Sites by McGraw-Hill; commercial aerospace B2B portal was named in Top 200 B2B Sites by Forbes Magazine.

SKILLS

eCommerce, marketing, public speaking, videography and video editing, sales management, cold calling, creative writing, technical writing. Professional vocalist.