

Dean J Calin
2100 LaSalle St. Racine, Wisconsin 53402
(262) 366-8591 – deancalin@gmail.com

SALES & MARKETING PROFESSIONAL
Aerospace, Machining, Technical

WORK EXPERIENCE

10/2009 to Present

Western Shores Aero, Racine WI
Sales & Marketing Consultant

Conducting strategic sales and marketing projects for a variety of aerospace clients ranging from small brokers to aircraft part-out companies to international aircraft parts suppliers. Currently representing a European aircraft owner with material located in the United States as well as brokering inventory sales to airlines and suppliers.

07/2013 to 11/2014

Amtraco, Franksville, WI
Director of Marketing

Responsible for marketing programs of all Amtraco subsidiary companies, Engineered Products & Services, Inc., Specialty Tapes Manufacturing, Cherry Tree, SBM and TrikTopz. Implemented full ecommerce web portal for EPSI, established advertising and trade shows schedules for all companies, established budgets and monitored spending against all programs. Continued ongoing rebuilds of all web portals and integration with common ERP system. Also responsible for managing inside sales and customer service teams as well as growing sales presence in Canada and aerospace globally.

2/2010 to 10/2011

Tracer Corp, Milwaukee, Wisconsin
Strategic Sales

Responsible for guiding 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. Also responsible for sales of commercial aircraft parts and components to commercial airline customers, heavy maintenance facilities, repair shops and aircraft parts brokers. Also assembled older or obsolete inventory into packages to sell to operators of older aircraft or repair shops that specialize in the repair of these items. Also managed database maintenance, representation at industry trade shows and marketing efforts.

5/2008 to 5/2009

EROWA Technology Inc., Arlington Heights, Illinois
Marketing Manager

Managed 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

Redesigned web site, created a press release program, generated targeted email campaign and wrote customer testimonial articles for trade magazines. Produced videos of CNC metal-working machine products for distribution to potential customers. Processed CAD drawings for sales and engineering department review. 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 payments; liaison for staff, management and trade show personnel. Designed and created four-color ads for magazines, ads for trade group member directories 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

Airline Partner Sales Executive

AirLiance Materials, Elk Grove Village, Illinois

At this time the company was a joint venture between United Airlines (60%), Lufthansa (20%) and Air Canada (20%). Established and developed a sales and purchasing liaison position with Air Canada, handling designated spare aircraft parts sales. Was part of a team managing business development and inside sales. Developed and maintained the company intranet. Participated in the development of a web eCommerce portal.

5/1983 to 5/1988

Regional Sales Manager

Mitchell Aircraft Spares

Established and maintained major airline accounts (Continental, USAir, etc.), increasing Mitchell's airline customer base by 40%. Established relationships with competing brokers, distributors and repair stations for the sales and purchase of excess commercial airline inventories. Visited airline and heavy maintenance facilities across the US to identify opportunities and cement existing relationships. Trained new salesmen in industry standards and practices as well as corporate procedures and processes.

EDUCATION

Mundelein College, Chicago, Illinois, Communications.

Amundsen High School, Chicago, Illinois, English

OF NOTE

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