

# JOSEPH LEOCADIO

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## CORE COMPETENCIES

- Transferrable Skills
- Training
- Mgt of Material Resources
- Mgt of Financial Resources
- Internal & External Customer Service
- Oracle ERP SuperUser
- MS Office Suite
- FACTS (Linux Accounting Software)
- Advocating
- Quality Assurance Analysis
- Troubleshooting
- Technology Design

## PROFESSIONAL EXPERIENCE

- Trained & implemented a value-driven customer-centered solution sales focus.
- Developed western 13 state region using existing client base offering marketing incentives and services.
- Contacted key client decision-makers from purchasing & A/P through to C-level to execute an effective discovery and proposition clients with a unique road map to successful implementation.
- Provided daily, monthly, quarterly sales, and pipeline reporting company-wide.
- Conferred and consulted with department heads to plan marketing blitzes to secure manufacturer commitment and set proper customer expectations.
- Advised resellers and manufacturers on rules of engagement to ensure functional effectiveness of business partnership in the distribution channel.
- Represented company at trade shows as well as promote products with high vendor buy-in.
- Directed staffing, recruitment, training, and performance evaluations to develop and control sales and support team.
- Conferred with prospective customers regarding equipment needs and advised customers on purchase.
- Rigorously identify all components in the enterprise to obtain commitment flow from concept to close.
- Assessed marketing potential of new and existing installs for channel publications.
- Represented company with corporate counsel, real estate negotiations, housekeeping, movers, IT service providers, as well as, liaisons with product vendors.

## EMPLOYMENT HISTORY

03/10 – present	Associate Manager	E2EMatrix LLC	Santa Ana, CA
03/06 - 02/10	Regional Sales Manager	Bluestar	Hebron, KY
05/04 –02/06	Sales & Marketing Manager	Binary Souls/System Design Repair	Santa Ana, CA
09/98 – 04/04	Strategic Account Rep	Scansource	Greenville, SC
02/96 – 08/98	Grants Admin/Desktop Support	UCBerkeley/CNR Dean's Office	Berkeley, CA

## EDUCATION

B.A. Degree, Psychology

University of California, Berkeley