

**John Ruscetti**

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**Objective**

Regional Sales Manager

**Summary of Qualifications**

- ! Extensive experience and responsible for price negotiations and contract agreements
- ! Facilitate technical training to introduce product
- ! Conducted bonding and grounding training for CATV
- ! Assisted in selection of electronic components and hardware for CATV
- ! Instrumental in collaborating with Principals in developing account strategies
- ! Proficient with prospecting, opening, and maintaining accounts
- ! Negotiate sales between Engineers, Buyers, OEMs, and Distributors
- ! Proficient in Microsoft Outlook, Excel
- ! Strong oral and written communication skills

**Professional Experience**

**Regional Sales Manager**

- ! Sales and Account Manager of electro-mechanical components
- ! Maintain and increase sales of CATV installation hardware
- ! Led product demonstrations and training
- ! Generate and maintain in excess of \$2,000,000 in sales

**Manufacturer's Representative**

- ! Sales and Account Manager of electronic and electro-mechanical components

**Sales and Account Manager**

- ! Responsible for interfacing with new customers, and price negotiations

**Outside Manufacturers Sales Representative**

- ! Collaborated with Principals in developing Accounts
- ! Created strategies for business growth
- ! Generated and maintained sales in excess of \$3,000,000

**Strategic Inside/Outside Sales & Marketing Representative**

- ! Interfaced with Purchasing and Engineering to negotiate product selection and contract pricing.

**Employment History**

Macleon Senior Industries Present	Wood Dale, Illinois	2006-
Janus Incorporated 2006	Itasca, Illinois	2005-
LoDan Electronics Incorporated	Arlington Heights, Illinois	2003-2005
Carlson Electronic Sales & Associates 2003	Elk Grove Village, Illinois	2000-
Future-Active Industrial Electronics 2000	Hoffman Estates, Illinois	1999-
Marshall Industries 1999	Schaumburg, Illinois	1996-
Hamilton Hallmark	Rolling Meadows, Illinois	1991-1996

**Education**

**Elmhurst College**

Elmhurst, IL

Bachelor of Arts, Marketing

Date of Graduation, 1990

President of the American Marketing Association

Major Field: Marketing

**Triton College**

Associate of Science Degree in Business  
1988

River Grove, IL

Date of Graduation,