

**Jerry W. Dixon**

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## Professional Profile

National Sales Management Executive with in-depth experience in:

- ◆ Business Development
- ◆ Video/Data/Projection Technology
- ◆ C-Level Relationships
- ◆ Distributor/VAR Management
- ◆ Product Design and Implementation
- ◆ Sales Strategy Development
- ◆ Sales Team Development
- ◆ Budget Accountability
- ◆ Marketing

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## Professional Experience

**LBERTY WIRE & CABLE**, Colorado Springs, CO

**2002-2006**

(A leading manufacturer/distributor of AV related cable, connectors, plates, and panels)

### Senior Vice President-Sales

Have the entire Integrated Products sales force reporting. With the 40% compounded growth rate growth rate, the sales group needed structure and direction from a seasoned, senior executive. Also head the Product Management team, which oversees development of new products. This group suffered form similar lack of direction and structure. Liberty sells to all areas of the AV market, including commercial, residential, and architectural markets. Distribution is done through a classic dealer network, with some direct sales.

- ◆ Implemented strong Sales structure and training
- ◆ Implemented National Account Strategy with Large “mega” dealers
- ◆ Implemented use of project management system in Product Review Board
- ◆ Implemented monthly E-newsletter to industry consultants, dealers, and other customers.
- ◆ Lead company sales from 12MM 2001 to 67MM in 2006
- ◆ Participated in the sale of LWC to CSC and Wesco in 2006

**BARCO PROJECTION SYSTEMS**, Kennesaw, GA

**1999- Nov. 2001**

(A division of BARCO, a Belgian company with worldwide sales of \$875M)

### National Sales Manager

Restructured the projection division sales organization consisting of 30 account executives. Redesigned all North and South American sales compensation programs and realigned territories to reach a more balanced business development strategy. Product lines included video/data projection systems, control room displays and LED walls used by sports arenas, convention centers, and for large concert venues. Customers included: Federal Aviation Administration (Air Traffic Control walls), and Sea World. Managed all distributor/VAR relationships and made significant improvements by refocusing the Projection Sales Group on channel sales and management.

- ◆ Strong engineering aptitude with in-depth knowledge of integrators, IT, and Broadcast arena.
- ◆ Negotiated key contract with MCSi, the largest North American distributor.
- ◆ Achieved an 80% overall sales increase in 2000, despite Belgian delivery challenges.
- ◆ Developed and implemented Nexxis sales strategy for E-collaboration/video conferencing.
- ◆ Rebuilt sales team morale by implementing semi-annual sales meetings, conducting Shared Values exercises and improved product training sessions.
- ◆ Interacted with cross- functional teams such as Marketing, Finance and Technical Support organizations, both locally and in Belgium.
- ◆ Served on Product Design Steering Committee, interacted with design engineering teams.

**ELECTROHOME LIMITED**, Kitchnener, Ontario, Canada

**1994-1999**

(A leading projection and display manufacturer which is a publicly held, Canadian owned company)

### Business Development Manager - Albuquerque, NM (1997-1994)

Member of a newly developed team that was accountable for building a High Brightness projection market niche, geared to sell projection equipment to staging companies that then rented to promotion companies

for large concerts. Managed a nine-state region and all channel relationships. Sold to network operation centers such as Lucent, AT&T, US West and the FAA.

**ELECTROHOME LIMITED (Continued)**

- ◆ Reached a \$35M market share from zero in 18 months.
- ◆ Defined product parameters necessary to gain market share.
- ◆ Served as Technical product Liaison to Engineering Team.
- ◆ Served as Primary consultant on design of the immensely successful “Roadie” projector series.
- ◆ Interacted with extremely diverse technical customer base that worked with artists such as Bon Jovi, Madonna, Reba McIntire and Travis Tritt.
- ◆ Increased sales by 400%.
- ◆ Highly knowledgeable of staging companies such as Alford Media, LMG, and Nocturne.

**Regional Sales Manager - Albuquerque, NM** (1994-1997)

Increased regional sales by approximately 400% and managed dealer relationships for a nine-state region. Additionally provided specialized support to the Direct Network System Control room sales area.

**GENERAL ELECTRIC, Syracuse, NY**

**1992-1994**

*(Projection Display Organization)*

**Regional Sales Manager**

Increased territory sales by 600% through aggressive sales management techniques. Built customer relationships with companies such as: Lockheed, Sandia Laboratories, Martin Marietta, AT&T, etc.

**GC VIDEO, Albuquerque, NM**

**1989-1992**

**Sales Manager**

Managed Sales force, designed and implemented complex Video Editing suites, Electronic Boardrooms, and other various video and audio related projects.

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**Prior Career History**

**CRISTOS PRODUCTIONS, Albuquerque, NM**

**1978-1989**

**President**

Planned and implemented various commercial film/video productions.

**TULSA STUDIOS, Tulsa, OK**

**1974-1978**

**General Manager**

Designed and built Film and Video Sound State and Recording Studio.

Managed day-to-day sales, production, and distribution.

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**Education**

**Bachelor of Science, Telecommunications (Cum Laude)**

**1974**

Oral Roberts University, Tulsa, OK

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**Technical Skills/Knowledge**

Knowledgeable of PASCAL, C, C++, Turbo PASCAL, BASIC, Visual BASIC and PC environments, Electrical Engineering, Networking, Signal Transmission, Optics, Power Supply/Sources, Grounding, Audio and Video Signal Distribution, LAN/WAN, Adobe Illustrator/Photo Shop, ACT, BAAN (Sales force Automation).

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## **Professional Affiliations**

S.M.P.T.E., Who's Who of Professional Management, AGPA