

MICHAEL CHANG

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DIRECTOR OF SALES & MARKETING

EXECUTIVE PROFILE

Dynamic, strategic thinking leader with an exemplary record of leading sales and marketing for a \$4 billion global manufacturer/Tier I supplier to the automotive industry. Recognized for growing the GM account from \$300 million to \$1 billion over a 4-year period. Strong operations, business, and financial acumen, coupled with hands-on manufacturing experience. Academic credentials include a B.A. in Business Administration.

CORE LEADERSHIP COMPETENCIES

♦ Product Development ♦ Strategic Alliances & Partnerships ♦ Cross Functional Team Leadership ♦ Region & Territory Management ♦ National Account Management ♦ Revenue, Profit, & Market Share Growth ♦ Strategic Sales & Marketing Planning & Execution ♦ Recruiting, Hiring, Training, & Empowerment ♦ Sales Tool Development ♦ Coaching / Mentoring ♦ Board Level Presentations ♦ Competitive Product Positioning

PROFESSIONAL EXPERIENCE

PITMAN & CRIER, INC, Temple, MI: *Fortune 500 company and global leader in cockpit modules and automotive floor and acoustic systems, and a leading supplier of instrument panels, automotive fabric, plastic-based trim, and convertible top systems.*

Director of Sales – GM Account (North American Sales of Automotive Trim Products)

June 2000 to present

Responsible for the sales of automotive trim products totaling \$400 million. Integrated multiple product lines within a single business unit with the goal of securing significant new business awards. Accountable for achieving profitable/strategic sales growth for instrument panel, cockpits, door trim, consoles, garnish trim, flooring & acoustics, and fabrics for GM North America account. Led 3 direct reports: Sales Manager, Sales Engineer, and Product Development. Managed a 6-figure budget. Reported to the Vice President of Sales – GM North America

- Developed strategic plans that led to new business awards totaling approximately \$200 million.
- Created a GM Forward Model Cycle Plan, which was adopted corporate wide as a tool to assist sales team in developing new targeted program opportunities.
- Negotiated and administered annual non-design productivity claims for plastic and soft trim product lines that averaged less than 3%.
- Marketed new lightweight technologies to GM Company, which led to new business awards exceeding \$25 million annually.

Account Executive – GM Account

August 1995 to June 2000

Managed the marketing, sales service, product development, and scheduling activities of

automotive fabric to GM Company. Accountable for achieving year-over-year sales growth for all seating and headliner fabrics, and maintaining #1 automotive fabrics market share position in North America. Led a staff of 4 design and engineering professionals. Reported to the Vice President of Sales & Marketing – Fabrics Division.

- Increased fabric sales 230% (\$12 million to \$28 million) over a four-year period through effective presentations and an understanding of customer wants/needs.
- Won an average of 40% of all new fabric business sourced annually.
- Ranked #1 commercially by GM Purchasing among the competition.
- Achieved a 20% success rate on show samples selected versus show samples produced.

Account Executive – Marketing Manager

June 1992 to August 1995

Responsible for the marketing, quoting, forecasting, and long-range planning activities for the GM, Ford, Chrysler, and International Transplant Accounts. Served as the lead liaison between Detroit Sales and the operational and functional groups within the Automotive Fabrics Division. Supported the Director of Marketing in the sales, service, and product development of fabric to the international automotive manufacturers (Toyota, Honda, Nissan, Mazda, and Suzuki). Led a marketing staff of 3. Reported to the Director of Marketing – Fabrics Division.

- Increased international sales 30%, over a two-year period, by designing customer products and packages for clients.
- Recognized for selling the first Stretch Woven Velour CavelFlex™ product for automotive seating application.

WINN TEXTLE INDUSTRIES, Clarksville, VA: *North American supplier and manufacturer of worsted wool fabric for the apparel industry.*

Dry Finishing Department Manager, Assistant Dyeing & Finishing Department Manager, Yarn Manufacturing Shift Supervisor / Manufacturing Management Trainee

May 1989 to June 1992

EDUCATION

Bachelor of Arts, Business Administration with a minor in Economics,
Lenoir-Rhyne College, Hickory, NC, May 1989

RELEVANT SEMINARS/WORKSHOPS/TRAINING (Collins & Aikman, Burlington Industries):

Six Sigma, Lean Manufacturing, Program Management, Total Cost Management, Supervisor Training, GM Product Development System, Dale Carnegie Human Relations, WIRS Training, Financial Decision Making and Analysis, Effective Negotiating, Creative Thinking Seminars, Effective Presentation Training, Sales Seminars, Employee Counseling, Kaizen Training

PROFESSIONAL ACTIVITIES & AFFILIATIONS

Marketing & Sales Executives of Detroit (MSED)
Volunteer Impact on numerous community projects

COMPUTER SKILLS

Word, Excel, PowerPoint, Lotus Notes, Project, Access

Excellent references available upon request