

Brad Martin

14 North Sells Drive ▪ San Diego, CA 96244
(915) 222-2222 ▪ (915) 988-4444 ▪ Email: airontime.net

SENIOR EXECUTIVE PROFILE

**General Management / Strategic Planning & Growth / Profit Revitalization
Marketing & New Business Development / P&L Management / Sales Management**

Proactive, results-driven Business Management Professional and Entrepreneur with 20+ years of experience in driving profitable growth in challenging, competitive and volatile consumer markets. An effective leader of initiatives, able to plan, prioritize, follow-up, and steer while retaining focus on the big-picture. Able to generate enthusiasm, participation, and support from individuals and teams at all levels, both internal and external.

An innovative and critical thinker capable of serving as a catalyst for breakthrough strategies and programs that contribute to revenue and profit objectives. Decisive leadership style with entrepreneurial zeal, energetic, and committed to producing results above and beyond expectations.

Highly experienced in implementing strategies that strengthen and improve business processes.

Cross-functional expertise in:	
Strategic Planning & Leadership	Revenue & Profit Growth
Business Management	Team Training & Team Leadership
Sales, Marketing & Business Development	Business Planning & Forecasting
Finance, Accounting & Budgeting	Competitive Product Positioning

"I understand all aspects of the air conditioning business from the technical part to managing business operations. My strongest strength is my passion for helping others." -- Brad Martin

Professional Experience

AIR SUPPORT, San Diego, CA

April 2000 to Present

General Manager

- **High-profile management position responsible for strategic planning, vision and leadership, developing plans and strategies to achieve corporate objectives.**
- Supervise 54 employees and manage a multimillion dollar budget.
- Responsible for recruiting and developing top producers, marketing, human resources, finance, accounting, supply chain management, regulatory affairs, administration, and P&Ls.

KENETIC CONTROLS, INC., El Cajon, CA

November 1991 to April 2000

Branch Manager

- **Direct responsibility for sales, operations management and extensive account development involving multi-family contractors such as Pulte Homes / Del Webb – Lennar / Greystone.**
- Participated in national trade shows displaying air conditioning equipment at home shows in California, Las Vegas, Nevada, Atlanta, Georgia, and New Jersey.
- Effectively supervised staff of 22 people, and oversaw all human resource activities.

AIR INTERNATIONAL, Oceanside, CA

January 1989 to October 1991

Sales Manager

- **Grew business from \$3 million to \$30 million in 6-year-period, and enlarged customer base.**
- Made sales calls and presentations, led sales department, created pricing levels, and continuously worked on creative ideas to gain new business; supervised 7 direct reports.

Education

Refrigeration School Inc., Phoenix, AZ