

John Maddock

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Senior executive with demonstrated leadership in business development (sales and marketing), operations and engineering. Experience with domestic, start-up and international companies including the Global 20. Broad industry and vertical market experience.

EXPERIENCE

- 2010 - Now **Tianma America, Inc.**, Santa Clara, CA
\$2B global provider of Liquid Crystal Displays - Industrial, Consumer, and Automotive apps
- 2017- SENIOR DIRECTOR, SALES, CORPORATE ACCOUNTS
Leading team covering most strategic customers, responsible for over 50% of revenue
- 2013-2017 SENIOR DIRECTOR, OPERATIONS / VICE PRESIDENT, OPERATIONS
P&L responsibilities including forecasting, budgeting, managing to budget, cost control, and Board level reporting (Finance, Legal, HR, IT, Planning, Trade Compliance, Facilities)
- Leading role in the merger of two \$100M+ organizations completed on schedule.
 - First half loss turned to second half profit with CoGS reduction and over \$1M in expense savings.
 - Analyzed multiple warehousing options including outsourcing versus in-house resulting in 38% savings with no reduction in services or quality of service.
 - Project manager of CRM development program of more than \$100K delivering results on time and under budget.
 - Proposed two new sales incentives, drove them through approval by the company's Board, and implemented them resulting in a 100% increase in opportunities.
 - Reduced inventory by more than 35% within six months while meeting factory production and customer satisfaction goals.
 - Successfully proposed a change in policy at a channel partner requiring the approval of that organization's CEO. Approval led to more than a 100% increase in opportunities.
 - Reduced insurance costs by more than 60% while increasing coverage.
- 2010-2013 MULTI CHANNEL SALES DIRECTOR, CENTRAL
Sold Liquid Crystal Displays to customers in medical, factory automation, transportation, military, and industrial markets
- Consistently outperformed goals with continuously increasing budgets.
 - Won 9 of 15 new designs, over \$35M in future business at major customer whose corporate strategy is to evenly balance wins among many suppliers.
 - Supplier of the Year award from a multi-billion dollar customer.
 - Following a natural disaster earned praise from multiple major customers as the only supplier who "told the truth" throughout the process.

- 2006-2009 **AMPRO ADLINK TECHNOLOGY, INC.**, San Jose, CA
- 2006-2009 REGIONAL SALES DIRECTOR, CENTRAL
Sold Single Board Computers and systems
- Top Sales Director in company growing sales 30 – 35% per year.
- 2004-2006 **@ROAD, INC.**, Fremont, CA
- 2004-2006 STRATEGIC SALES DIRECTOR
Sold SaaS Mobility solutions to multiple vertical markets across North America
- Captured major customer from competitor, worth approximately \$13M.
 - Sold from C Level down including Fortune 10 Customers.
- 2004 DIRECTOR OF VERTICAL MARKET DEVELOPMENT
Analyzed market segments; mapped SaaS service offerings to customer needs
- 2003-2004 **SOURCES UNLIMITED, INC.**, Overland Park, KS
- VICE PRESIDENT, SALES & MARKETING
Sold Li Polymer batteries across North America
- Developed business plan for offshore manufacturer of Li Polymer batteries leading to venture funding.
- 1997-2003 **MARTAN, INC.**, Chicago, IL and Overland Park, KS
- SALES REPRESENTATIVE
Sold LCD displays, Single Board Computers, Semiconductors and Li Polymer batteries
- Rep of the Year award from multiple manufacturers.
- 1989-1997 **I-SQUARED, INC.**, Santa Clara, CA
- SALES REPRESENTATIVE
Sold Application Specific Semiconductors, Memory, etc. Samsung was major line
- Developed account base with no existing business into \$21M (400% of plan).

E D U C A T I O N

Bachelor of Science, Electrical Engineering; University of Kansas
Miller Heiman Strategic Selling
Wilson Counselor Selling