

Michael McCarthy

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Disruptive Business Development Executive – Expertise in Complex Solution Sales

“Begin with the end in mind.” - Stephen Covey

Experience

Viega, LLC. | Mid Atlantic Region | 2017 - Present

Family-owned, international manufacturer of leading-technology commercial and residential plumbing and HVAC solutions, headquartered in Attendorf, Germany with 10 locations and 4,000+ employees worldwide.

Technical Manager-Business Development Group (DC, MD, VA, WV) | 2017 – Present

- Increase demand by establishing and maintaining long-term relationships and partnerships with engineers, architects, contractors, builders, and government agencies to include products in master specifications.
- Work closely with customers, partners, internal sales, and product engineering teams to understand product strategy, requirements, and constraints, identify best solutions, and resolve technical questions and issues.
- Collaborate with cross-functional teams to develop / revise product specifications.
- Call on local and state code officials to ensure accurate code interpretation and proper installation of products.
- Prospect new customers, contractors, and leads via trade shows, plant / site visits, cold calls, rep meetings, networking, trend / opportunity research, and other sources.

Tyco-Fire Protection Products| Reston, VA | 2013 - 2017

Tyco currently holds the number 2 spot globally among fire protection products with only ~6% of market share.

Territory Manager (DE, MD, DC, VA, NC) | 2015 – 2017

Quickly promoted from service sales position to Territory Manager for outstanding sales record of accomplishment and initiative. With hunter mentality, drive product acceptance, selection, and sales in highly-constrained, loyal, and competitive fire protection product distribution model. Sales average \$50k per order and up to 7-year sales cycle.

Collaborate with engineers, contractors, facility owners, and wholesale distributors to define product specifications. Continuously train, audit, and demonstrate products to inside and outside distributor sales force, an extremely high turn-over field.

- Penetrated untapped opportunities after analyzing region's sluggish new business sales. First in company to initiate and implement successful, innovative sales expansion initiative. Explored, uncovered, and closed 4 new accounts worth hundreds of thousands of dollars in missed opportunities / prospects; researched and hit submarkets previously untouched.
- Convinced engineering firm to change long-standing, competitor's proprietary spec to competitive spec, opening thousands of dollars in potential new opportunities in a slow-to-change industry.
- Turned around complacent distributors who were over bidding projects, by creating higher competition within territory and implementing project bid and sales reviews.
- Recently rewarded with the addition of North Carolina to territory for successful, disruptive selling techniques.
- **Sales Record:** Consistently surpass annual quotas; 105% of FY2016 quota.

Service Sales | Tyco - SimplexGrinnell | 2013 - 2015

Developed enterprise sales strategies and training workshops for NFPA-25, baseline for inspection, testing, and maintenance of water-based fire protection systems within commercial, federal, state, and local government in Maryland, Washington D.C., and Virginia marketplaces. Project managed all contracts sold.

- Drove \$2.24M annual revenue in complex contract negotiations across multiple procurement platforms, averaging \$25K monthly in **NEW** enterprise business, State and local Government (SLG) and \$50K monthly in **NEW/existing** customers of fixed price, time/materials sales.
- Identified and penetrated untapped vertical market within national contracting co-op of nonprofits, resulting in 10% revenue increase YOY in SLG products.
- Selected to mentor and train new sales professionals due to vast knowledge and thorough understanding of regulations, codes, wet systems versus dry extinguishing agents, and systematic selling techniques.
- **Sales Record:** Consistently surpass annual quotas: 118% of FY2015 quota.

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Fast Field Realty, LLC | Baltimore, MD | 2006 – 2013

Formed independent bank foreclosure real estate sales company in 2006 worth \$4M annually.

Specialized in bank foreclosures with Re/Max and Sold 1st Realty 2004 – 2006. Awarded Re/Max International Executive Club 2006.

President, Business Development | 2006 - 2013

Established and ran highly-successful real estate sales and property management company specializing in complex bank foreclosures in Maryland before, during, and after volatile and down economy. Represented and/or negotiated with bank asset managers, 3rd party REO's, investors, and property owners (buyers and sellers). Managed team of realtors and contractors and all P&L for \$4 million annual sales.

- Developed solid reputation for quickly moving contracts through cumbersome and lengthy process, as well as effectively project managing each transaction. In addition to price negotiations, deals varied in services including, management/preparation of documents for liens, tax bills, deeds, titles, purchase agreements, closing statements, evictions, sheriff communications, rentals/leases, inspections, repairs, maintenance, and utilities.
- Initiated collaboration with national colleagues and attended Fannie Mae and Freddie Mac conferences together to network with agents, generate new leads, identify new resources, and brainstorm ideas. National portfolio contained 14+ million foreclosed homes in inventory.
- Produced Broker Price Opinions (BPO) for commercial sales and foreclosures.
- **Sales Record:** Grew business to average of \$4+ million in annual sales in 2008 – 2012.

Premier, School Specialty, Inc. | Baltimore, MD | 2004 – 2006

Industry's largest provider of educational products, services, and programs; headquartered in Bellingham, WA.

Sales Consultant | 2004 – 2006

Significantly fueled consultative sales of professional development workshops and curriculum throughout Maryland to both private and public K-12 schools and district offices.

- Grew revenue to \$700k annually from \$400K when first assigned to territory; first sales consultant to discover and drive alternative funding sources/channels for financially-constrained schools.
- Rewarded with additional territory last 6 months of job for outstanding performance.
- **Sales Record:** Awarded President's Circle in 2006 and Rookie of the year in 2005 for U.S. and Canada.

Nextel Communications | Baltimore, MD | 1999 – 2004

Wireless communications service operator; merged with Sprint Corporation in 2005.

Senior Account Executive | 2000 – 2004

Strategically identified, prospected, and grew small- to mid-market business accounts for wireless communications, GPS, and data solutions.

Sales Record:

- Rapidly promoted to Senior Account Executive for consistently exceeding monthly quota and maintained consistent ranking as office top performer throughout time at Nextel.
- Awarded Presidents Club for 185% of data quota and 110% of voice quota.
- 2-time winner of profit bonus program for hitting quota 6 consecutive months in voice and data cellular service.

Prior Experience

Baltimore County 911 | Emergency Communications Technician | Baltimore, MD

- Chosen and promoted as 1 of 5 out of 200 to be trained in police and fire communications and train new dispatchers in extremely stressful and fast-paced environment, requiring high levels of accuracy, quick-thinking, and multi-tasking skills.

Ellicott City Volunteer Fire Department | Firefighter I & II | Ellicott City, MD

- Performed emergency medical response, fire suppression, pump operations, public education, and transportation.

Education

B.A. in Business / Entrepreneurship | University of Phoenix | 2016 | GPA: 3.83