

SALES/MARKETING DIRECTOR; STRATEGIC THINKER, HIGHLY TECHNICAL, COMPUTER, NETWORKING AND PROFESSIONAL VIDEO EXPERIENCE; COLLATERAL MATERIAL PRODUCER; TEST AND MEASUREMENT EXPERT

Resume Of
George Gonos
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I. Introduction

Professional Sales and Marketing manager with in depth understanding of the business process. Able to develop and execute well thought out strategies while implementing a wide variety of measurement and control systems in the Sales and Marketing process to empower the organization to :

- Increase Sales In A Predictable Manner.
- Improve Forecast Accuracy And Decrease Inventories.
- Increase The Effectiveness Of Your S&M Budget.
- Improve The Company's Understanding Of End Users' Needs And Assist In New Product Development.
- Relate Sales And Marketing Activity Costs Directly To The Bottom Line.

George's background is in the high tech arena; solid, hands on background in test engineering coupled with excellent computer and communications skills have produced an exceptionally capable manager. His most recent involvement with HDTV (High Definition Television) has yielded products that have received **national recognition in the pro-video equipment market. Recently received NAB 2002 Pick Hit award on a new HDTV instrument introduction (Leader LV5700).**

Skilled in every aspect of product development; marketing research, design/development, manufacturing, advertising and sales. Experience encompasses both hands on and management levels providing in-depth understanding of the entire electronics business process.

Experienced with both **direct and distribution sales** as well as **database development and management**, George represents a multifaceted asset to your organization. **In depth understanding of technical and management concepts, complete and thorough understanding of the sales process and its relation to the manufacturing, purchasing and accounting functions.**

For additional information look through this document, pull up www.Gonos.com and see George's web site or send an e-mail to George@Gonos.com

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II. Skills Summary

- **Process Development And Management:** Able to strategize, develop and implement a Sales and Marketing process conducive to the needs of a growing organization.
- **Measurement And Control:** Strong believer in well structured processes where measurement is an inherent part of the process; providing feedback for intelligent corrective action.
- **Sound Knowledge Of Budget/Accounting Principles**
- **Solid Engineering/Technology Background :** Test and measurement specialist for over 15 years. Have been involved with every aspect of the design, development, manufacturing, marketing and sales segments of the electronics business process.
- **Pro-Video Expertise :** Comprehensive understanding of broadcast and post production operations down to the signal level. In depth understanding of NTSC, DTV and HDTV systems and issues.
- **In Depth Computer Skills :** Early involvement with computer technology coupled with a technical background have resulted into an expert computer user. Capable of network level setup work. Strong database development and management skills.
- **Merchandising:** Producer of several catalogs, brochures and magazine advertisements. From concept to completion; thorough, hands-on understanding of every step of the production process. Also experienced with ad placements, video scripting, shows and exhibits.
- **Technical Copy Writer/Sales Proposition Development**

III. Experience

September 1995 to Present

Leader Instruments Corporation
6484 Commerce Drive, Cypress, CA 90630

Director Of Sales & Marketing

Responsible for all sales, merchandising and marketing activities for the company including advertising, sales training, sales force automation and highly technical customer/sales support. Additionally responsible for the identification of new products/new markets and the development of strategic alliances.

Recently relocated (10/2000) corporate headquarters from Hauppauge, NY to Cypress, CA. Played key role in corporate relocation and restructuring of company operations. **Corporate objectives were met while maintaining substantial growth over previous year and exceeding budgeted goals.**

Member of three-man management committee that is responsible for all major corporate decisions and investments. Frequently works with parent company abroad (Yokohama, Japan).

July 1990 to September 1995

Sencore Inc.
3200 Sencore Drive, Sioux Falls, S.D. 57103

Director Of Sales And Merchandising

Responsible for every aspect of Sencore's Test Equipment Sales and Marketing operations including:

- P&L Accountability To President/CEO
- Database/Telemarketing Department
- Graphics Arts Department
- Sales Department
- Merchandising Department
- Promotion/Lead Fulfillment Department
- Development and implementation of all Sales and Marketing strategic and tactical plans.
- Achievement of corporate revenue and inventory reduction goals.
- Development of new markets and the diversification of product sales to new and existing markets.
- Continuous improvement and development of new Sales and Marketing systems in order to enhance the company's future growth.

Developed a highly characterized central repository database; defined telemarketing, telesales, direct sales and advertising/promotion techniques to achieve a 53% increase in revenue. Introduced and implemented continuous improvement programs for Sales,

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Merchandising and in-house Graphics and Advertising departments. Created new Production Control/Coordination (PCC) and interdepartmental forecasting communications protocols resulting in a 27% reduction of average finished goods and WIP inventories.

January 1990 to June 1990

US Electronics Inc.

600D N. Bicycle Path, Port Jefferson, N.Y. 11776

National Sales Manager

Short term employment with startup operation. Spearheaded the development of a catalog sales program for test equipment and instrumentation sales to the Cable industry for US Electronics - a Leader Instruments distributor. Organized and developed SOPs and compensation standards for the Sales department. Assisted in the development of accounting standards and procedures. Developed operations standards and controls for four sales offices and six regional sales people. Also responsible for the performance of two service sales people and one off-site service facility.

March 1986 to January 1990

Leader Instruments

380 Oser Avenue, Hauppauge, N.Y. 11788

Product Marketing Manager

Responsible for Video and RF Test equipment product line sales performance. This included product line nation wide advertising, education and motivation of distribution and regional offices and sales personnel. Additionally responsible for company wide representation in national and international trade shows and exhibitions. Directly responsible for company wide price structuring policies and business forecasts.

November 1985 to March 1986

Hazeltine Corporation

Hauppauge, N.Y. 11788

Test Software Development Engineer

Responsible for the design and development of test software for the E.J.S. program, also performed cost accounting and scheduling for the program. The test software development was performed for 80286 microprocessor based system and was done utilizing the INTEL Series III development system. At the same time was contracted privately as a consultant for Cardion Electronics with Hazeltine's consent.

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September 1984 to January 1986

Cardion Electronics
Woodbury, N.Y.

Senior Test Engineer/Project Manager

Responsible for heading the design effort of test equipment for the Danish Coastal Radar (DCR) now in use by NATO. These tests included designing state of the art radar simulation test equipment. The equipment performed semi-automated tests on the logic and microprocessor rack of the system by inducing real time simulated targets. These tests involved the 68000 microprocessor and the HP9845B microcomputer.

Headed the hardware design for the SPA-25G Test Program and oversaw the Test Design Development. Developed software for 68000 based microcomputer which is the integral part of the A.D.I.T. D.C.R. radar system.

Prepared test and evaluation portions of proposals for Cardion Electronics. Designed digital test fixtures and test equipment in order to assure the quality of the unit under test as per military contract specifications. Supervised test engineering aides. Conducted various sell-offs with military agencies.

September 1982 to September 1984

IDR/Reuters
Farmingdale, N.Y.

Quality Assurance Engineer

Responsible for designing tests for the Color Graphics Terminal (C.G.T.) then in use by Reuters International Inc. These tests included simulation of RF video format data using the INTEL 8088 microprocessor. Additional responsibilities included the development of test procedures, design of test equipment and definition of specifications for purchased subassemblies. Performed and documented failure analyses and resolved technical problems during the production run.. Analyzed field system failures, resulting in a greater understanding of Satellite Telecommunications Operations service and maintenance problems.

January 1981 to September 1982

Tandy Corporation
Fresh Meadows, N.Y.

Customer Support Representative

Development and implementation of demo software. Revision of software/hardware as per customer's requirements. Interfacing with customers regarding any problems they may have been experiencing, follow-up and resolution thereof.

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IV. Education

Queensboro Community College

AAS in Electronics (1982)

New York Institute of Technology

Selected Technology Courses Toward EE

Seminars

New Product Development - In House - SD - 1993

Team Building For Success - Dale Carnegie - SD - 1992

Advanced Forecasting Methods - AMA- MN - 1992

Supervisory Principles - In House - SD - 1991

Management Skills for the New Manager - AMA - NY - 1989

The dynamics of Salesmanship - In House 2 Days - NY - 1988

Strategic Marketing Planning - AMA - NY - 1988

Quality Assurance Principles - In House - NY – 1983

V. Personal/Other

Born : 1962, US Citizen

Secret Clearance, Expired (Held during Cardion and Hazeltine)

Married (4 Children)

For additional information, a list of references or an appointment please e-mail me at : **George@Gonos.com**