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# JOSEPH FALCONE

## SALES EXECUTIVE

PLEASANTON, CA 94566

[JOE@WEALLNEEDJOBS.COM](mailto:JOE@WEALLNEEDJOBS.COM)

### LEADERSHIP PROFILE

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Respected Sales Professional that has accomplished success in Broadcast, Government, Corporate, Telecom and Higher Education Markets through focused, strategic and solution based sales.

Results oriented leader who delivers innovative and sustainable solutions to the challenges found in complex and changing market sectors. Demonstrated expertise in sales promotion, communication strategies and technology to increase sales and return on investment.



Extensive experience in Training and Development of sales teams, including support for new channel and market development. Track record of success coaching individuals and teams in strategic product sales and execution leading to increased results with customers such as Yahoo, Google, and Hewlett Packard.

Exceptionally proficient in all phases of selling from prospecting and cold calling to technical presentations, negotiations and close.

### KEY LEADERSHIP STRENGTHS

- Sales Strategy
- Project Management
- Sales Discipline
- Problem Solving
- Sales Process
- Negotiations
- Talent Management
- Forecasting & Planning
- Resource Optimization

### PROFESSIONAL EXPERIENCE

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**MAXELL CORPORATION** **2009 - 2010**  
*Broadcast Video Media Company*

**REGIONAL SALES MANAGER**

- Reporting to VP of Sales, Responsible of all Sales of Media products to the Northwest Region of the United States leading to 4MM in sales.

**PANASONIC CORPORATION OF AMERICA** **1997 - 2009**  
*Professional Broadcast Market Sector-- Leader in manufacture and marketing of Broadcast Video systems*

**AREA SALES MANAGER** ..... **2005 - 2009**

- Drove top line results for sale of all broadcast products into Broadcast, Corporate, House of Worship and Government markets via direct and indirect channels.
- Trained and developed System Integrators on the Panasonic line and established superior results in sales to the Telecom and Video Conferencing sectors.

**MARKET DEVELOPMENT MANAGER** ..... **2002 - 2005**

- Spearheaded adoption of low cost video production products into the K-University markets resulting in the proliferation of video for educational sports programs.
- Recruited System Integrators to deliver camera solutions to State and Local Government Chambers, resulting in 500% increase in product sales.
- Initiated an innovative Grant Program enabling Universities to offset capital equipment expenditures to boost Panasonic percentage of sales and profits.

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**ZONE MANAGER..... 1998 - 2002**

- Sales Manager responsible for staff and \$8M quota in the Northwest Region
- Lead top producing team of 7 reports exceeding quota every year.

**ABEKAS / SCITEX CORPORATION**

**1993-1997**

*Broadcast Video Equipment Company*

**REGIONAL SALES MANAGER**

- Northwest Territory manager for premier provider of Broadcast TV production switchers.
- Spearheaded sales of first Digital Switchers and Digital Video Recorders resulting in the acceptance of Abekas products throughout the Broadcast Industry.
- Grew Territory from \$500K to \$2M in the six months.

**SONY CORPORATION OF AMERICA**

**1985 - 1993**

*Broadcast Video Equipment Division*

**NATIONAL ACCOUNT MANAGER.....1988 – 1993**

- Charged with developing sales of products for all 33 Divisions of Sony to Named Accounts including: Boeing, Apple, Microsoft and Hewlett Packard.
- Introduced concept of seat back LCD's adopted for the 757 and use of LCD's for Apple laptops.

**DISTRICT SALES MANAGER.....1988 – 1993**

- Responsible for the sales of Video Tape for the Broadcast and Corporate markets.
- Salesman of the year

**EDUCATION**

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Bachelor of Science, Business Management

San Diego State University  
San Diego, CA

**PROFESSIONAL DEVELOPMENT**

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- President of the School of Business San Diego State University
- Microsoft training for all Office Products
- Multiple development programs completed emphasizing selling, management and leadership skills
- Training Certifications for Video and Photography
- United State Air Force