

# CASEY MITCHELL

Listen. Solve. Sell.



## About Me

Highly motivated; talented and experienced in security, fire alarm, low voltage sales & operations.

Industry & market insight, deep technical knowledge, and business acumen.

C-Level Relationship manager building trust and increasing revenue & margins through customer advocacy, tailored solutions, and honoring commitments.

Excellence, integrity, and professionalism.

## Get In Touch



58 1st Street, Louisa, KY 41230  
- Available to relocate



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## Character

Professional	Confident
Self Motivated	Positive
Hard Working	Organized
Dependable	Dedicated
Productive	Creative
Team Oriented	Versatile
Problem Solver	Curious
Achiever	Leader
Continuous Learner	Mentor

## ACCOMPLISHMENTS



Successfully designed & engineered fire alarm and voice evacuation, intrusion detection, access control, IP video surveillance, emergency communications, intercom, paging, wireless duress and locational panic for the VA Medical Hospital in Beckley WV.

Successfully worked with multiple higher education and K12 facilities to design fire alarm/voice evacuation along with area of refuge/rescue system design. Oversaw the completion of shop drawings, submittals, and engineering calculations.

Awarded "Outstanding Performance and Growth Award" for increasing overall margins by 27% in single fiscal year by implementing and enforcing pre bid review of all fire alarm proposals, writing concise & complete SOW/BOMs, setting minimum margins, strict procurement control, and utilizing sub-contractors.

Transformed inefficient installation and service department into a responsive and effective unit. Improved quality and reduced customer wait times which increased service and installation revenue, and maximized customer satisfaction.

## BUSINESS SKILLS



Outside Sales	Operational Leadership	Customer Experience
Account Management	Project Management	A&E Relationships
Estimating / Proposals	Sales Management	MEP Solutions
Sales Engineering	P&L Responsibility	C-Level Communication
Integrated System Design	Contract Negotiation	MS Office, Visio, Excel
Presentations	Trainer/Instructor	New Business Development

## INDUSTRY KNOWLEDGE



<u>Security &amp; Safety</u>	<u>Communication Systems</u>	<u>Management</u>
Fire Alarm / Evacuation	Structured Cabling	Change Management
ECS / Mass Notification	Copper & Fiber Optic	Execution Metrics
NFPA 72 / Division 28	Equipment Racks	Conflict Management
Panic / Duress Alarm	Switches / UPS	Risk Management
Nurse Call / Patient Alert	Intercom / Paging	Budget & Finance
Emergency Call Stations	VoIP / POTS	Performance Optimization
Integrated Security	24 Hour Monitoring	Strategic Planning

## PROFESSIONAL EXPERIENCE



**NATIONAL SALES MANAGER** Feb. 2016 to current.

*American National Rubber / Rowe Industries, Ceredo, WV*

Responsible for directly managing national sales for two companies.

Reviewed all quotes and contracts prior to submission to customer or contractors.

Responsible for generating an additional 50% of revenue in the first six months.

Responsible for all project estimating, pricing, and direct sales for both companies.

Attend customer appointments in supervisory role with other reps.

Meet with customers to write specifications for product specific requirements.

Maintain outside rep firms to provide additional sales in areas outside the country.

Provide technical support to customers and answer spec driven requests.

Manage trade show and conferences for both companies.

Manage all leads provided at trade shows and ensure timely follow up.

Create and maintain datasheet library for all materials.

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## Business Training

Sales Presentations  
Sales Proposals  
Closing Techniques  
Legal Scope of Work  
Acclivus R3 Solutions  
Salesforce/CRM  
Six Sigma LEAN  
Project Management  
Leadership Skills  
Diversity & Inclusion  
Margin Erosion Mitigation  
NPFA 10, 13, 70, 70E, 72, 101  
Various Manufacturer Product & Sales  
Training Seminars & Workshops

## Interests



Family Activities



Sports



Music



Electronics

## Education

WV Institute of Technology 1995-1999  
Computer Science Engineering

Marshall University 1994-1995  
Core Studies

## References

Available upon request.

## PROFESSIONAL EXPERIENCE



### ESSR - SALES CONSULTANT

April 2011 - February 2016

*SimplexGrinnell - Charleston, WV*

Responsible for a territory consisting of areas in West Virginia, Virginia, Kentucky, and Ohio. Responsible for backlog growth of over \$2.4M per year which produced over 800 crew days of installation running at a 4 man crew.

Responsible for meeting with architects & engineers, building and creating new long term relationships for return opportunities, and aggressive pursuit of strategic customers with long term growth capabilities for large scale projects or maintenance contracts.

Responsible for all project estimating, design-build pricing, and direct sales of fire alarm, mass notification, access control, CCTV, intrusion detection, intercom, nurse call, professional sound/PA, and audio/video systems in a given territory

Attend pre-bid meetings and conduct pre-sales site surveys.

Meet with architects & engineers for equipment and product training, writing specifications for product specific systems, design systems for architects & engineers on building design prior to bid release.

Oversee creation and submission of fire alarm shop, riser, as-built drawings, submittal packages, and review applications to State Fire Marshal's Office, architects & engineers, contractors, and end users.

Project quality control, attend final walk thru, and inspections as specified.

### SALES MANAGER

March 2006 - April 2011

*Appalachian Signals and Products, Inc. - Winfield, WV*

Responsible for directly managing a sales and installation team.

Reviewed all quotes and contracts prior to submission to customer or contractors.

Responsible for major sales growth of more than 200% from 2006 through 2011.

Aggressive pursuit of strategic customers with long term growth capabilities.

Responsible for all project estimating, design-build pricing, and direct sales of fire alarm/life safety, mass notification, access control, CCTV, intrusion detection, intercom, nurse call, professional sound/PA, and audio/video systems.

Meet with architects & engineers for equipment and product training

Provide technical support to field technicians and contractors.

Project quality control, attend final walk thru and inspections as specified

### INFORMATION SYSTEMS DIRECTOR

March 2006 - April 2011

*Mason & Barry, Inc. - St. Albans, WV*

Responsible for all network infrastructure, software installation and deployment.

Network management, WAN & LAN functionality/stability, and new system deployment.

Responsible for budget for the Information Systems Department.

Supervise, manage, and assist in installation and service of Building Automation Systems.

Video, access control, and physical security system design and implementation

Work with IT and Information Security teams to integrate physical security devices and systems with network and data infrastructure.

Transitioned into System Sales after release of IP Based controllers.

Assisted in installation of IP Based controllers.

Provided network testing and QOS for all controllers installed.

## INDUSTRY AWARDS



#3 Dealer in the World (Galaxy Controls)

Shining Star Dealer (Galaxy Controls)

Dealer of the Year (Galaxy Controls)

Top 5 Dealer in Mideast (Faraday)

Top 15 Dealer Worldwide (Faraday)

Top 10 Dealer on East Coast (FCi)

Outstanding Performance and Growth Award (FCi)

100% Sales Club for SimplexGrinnell for multiple years