

MICHAEL SELL

Leadership to services based business - focused on the opportunities at hand and driving results by developing the connections between products, services, customers, employees, and stakeholders.

Proven senior executive, a recognized visionary, change agent and "outside the box" thinker. I deliver results. I live for the challenge. I provide strategic leadership critical to company success. Able to remove problems through workable solutions and value added services to ensure consistent customer loyalty and satisfaction. I have a mastery for developing strategic plans, communicating corporate vision and empowering staff to realize business objectives.

Core competencies include:

- Strategic and Operational Planning
- Budget Planning and Management
- Consumer Services Marketing
- Customer Service and Loyalty
- Employee Training and Development
- Financial Performance Analysis
- Process Evaluation & Improvement
- Service Operations Management

PROFESSIONAL EXPERIENCE

SELL SERVICES SOLUTIONS, INC, Thornton CO., 2004 – 2007

President/Owner

Challenge: Develop and deliver value added service offerings to the high tech consumer electronics sector.

Actions: Created the "Customer Optimizer Pro" and Sales Optimizer Pro" solutions for effective discovery, packaging, marketing, and selling pro-active managed services for the CE sector.

SERVICESREVENUE, INC, Golden CO., 2006 - 2006

VP, Consumer Electronics Sector

Challenge: Develop and deliver conjoint analysis solutions to the high tech consumer electronics sector.

Actions: Delivered to the Consumer Electronics Association a ground breaking study of consumer interest's and decision making in value added services.

ULTIMATE ELECTRONICS, INC., Thornton, CO, 2002 - 2004

Vice President Service

Challenge: Promoted to Vice President of parent company in order to reorganize and expand field and depot service operations. Provide effective customer service and met financial goals as company doubled in size from \$385M to \$715M.

Actions:

- ◆ Developed and implemented strategic plans for business development, service sales performance, and process improvement of the service division, including performance metrics, data collection, and reporting processes.
- ◆ Planned annual P&L budgets and forecasted capital expenditures to meet service division goals.
- ◆ Negotiated all service contracts, defining service level delivery, rates, products, parts acquisition and payment terms.
- ◆ Managed results of 200 employees in the service division and 20 employees in the customer service call center across 12 field service locations in 10 states, with accountability for hiring, training, and performance development.

Results:

- ◆ Drove revenue growth of 15% annually.
- ◆ Negotiated new service contracts with key vendors, increasing annual warranty revenues by 20%.
- ◆ Led cross-functional teams in sales, merchandising, and operations in a Six Sigma initiative to reduce returns and exchanges while improving customer loyalty and service.

FAST TRAK SERVICE (DIVISION OF AUDIO KING, INC.), Minneapolis, MN, 1995 - 2002

Vice President – General Manager

Challenge: Promoted to Vice President to lead business development and financial growth strategies for largest independent service provider in Minnesota. Successfully directed multiple remote service operations located in three states.

Action: Created business plan for a wholly owned subsidiary and developed company policies for service processes, billing, customer service and technical training. Managed results of 70 employees in the service and custom home installation divisions, planning sales and managing results.

Results:

- ◆ Increased service revenues by 250% over seven years through strategic alliances with major manufacturers and multi-channel marketing campaigns.
- ◆ Achieved seven years of profitability in the division, impacted by a team building management style that drove dramatic service process improvements.
- ◆ Recognized as “Manager of the Year”.

AUDIO KING, INC., Minneapolis, MN, 1981 - 1995

General Manager, Service and Warehouse Operations

Challenge: To develop customer service and operations for this leading specialty retailer, transforming the service group from a cost center into a profit center.

Action: Managed the product distribution warehouse and transportation logistics for the sales organization. Coordinated annual strategic planning and budgets with executive management, driving performance to meet objectives through team building with service division management team.

Results:

- ◆ Grew service revenues by 18% annually for ten years.
- ◆ Initiated the development and business plan for stand-alone division, Fast Trak Inc.

PROFESSIONAL EDUCATION & DEVELOPMENT

Undergraduate - University of Minnesota, UNC, Normandale State Junior College
Services Executive Mini MBA Program, University of Wisconsin, 1988 – 1992

Certified Service Manager, NATIONAL ELECTRONICS SERVICE DEALERS ASSOCIATION, 1994

Certified Service Executive, NATIONAL ASSOCIATION OF SERVICE MANAGERS, 1996

Member, Association for Service Management International, 1999 – Present

Member, National Electronics Service Dealers Association, 1990 – 2004

Chapter President / Past Member, National Association of Service Managers, 1992 – 1998

Current Member, CEA, CEDIA, AFSMI, SSPA

FCC Extra Class Radio License Holder