

# JOSEPH BORDONARO

Spring, Texas 77373

• 281-541-6964 • joe.p.bordonaro@gmail.com • linkedin.com/in/joe-bordonaro-198ab52 •

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## SALES & BUSINESS DEVELOPMENT EXECUTIVE

Top performing executive with proven leadership skills in sales operations with measurable sales results. Exceptional understanding of change management and building/ improving current practices, providing the tools teams need to succeed, as well as putting systems in place to sustain revenue generation. Dynamic and responsive leader who quickly identifies opportunities to meet market and customer needs.

- CRM Implementation
- Process Improvements
- Strategic Planning / Analysis
- Change Management
- Global Sales Management
- Communication Skills
- New Business Development
- Budgeting & Cost Control
- Critical Thinking
- Marketing & Sales Strategies
- Talent Coach & Mentor
- Industrial Equipment Background

**MBA, University of Houston-Victoria, Victoria, Texas**

**B.S., Industrial Administration, New Jersey Institute of Technology, Newark, New Jersey**  
**Certified Subject Matter Expert - Miller Heiman Strategic & Conceptual Selling**

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### **EAGLEBURGMANN, Houston, Texas**

**2011 to Present**

A \$1 billion rotating equipment company composed of independent companies operating across 60 countries, with a focus on oil and gas, refining, petrochemical, chemical and power industries.

#### **Director of Business Development: 2016 to Present**

Reporting to General Manager, responsible for directing the Technical Sales Support (RFPs), Product Marketing, Estimating, Project Management Departments and Sales Organization. Including inside staff of 14, 11 outside sales reps (direct) and 20+ functionally. Highlights:

- Improved response time (from 20 to 7 days) by designing and implementing new processes and metrics.
- Instrumental in the setup of global technical and sales training.
- Implemented creative analytical marketing programs to broaden reach to key customer markets.
  - These programs reached over 10,000 potential customers with an open rate over 15% and an unsubscribe rate of under 2%, leading to a significant number of quotations and orders at very little cost to company.
- Revamped sales organization on track for a 31% year on year sales increase.
  - Revamp included changing reps, sales and product training, account management implementation, increased accountability using performance scorecards, forecasts and increased follow-up and reporting.
- Successfully implemented sales plans for a \$22,000,000 budget

#### **Director of Project Sales - The Americas: 2011 to 2016**

Reported to the CEO of the Americas. Responsible for leading a project sales and fulfillment team of 10 across 5 companies. Directed capital project growth and aftermarket sales and service strategies to Engineering Contractors to grow market share. Controlled a budget of \$14,000,000 per year. Highlights:

- Increased 2011 sales by 200% by implementing an Americas team, 12 months ahead of schedule.
- Consistently exceeded sales targets 4 years in a row; exceeded profit expectations.
  - Achieved year on year by focusing on true decision makers, developing a proper value proposition, team selling, enhanced visibility and sharing of key information.
- Aligned the operations of 5 design engineering groups; eventually led regional engineering centralization, justifying the merging of 5 Engineering groups into one, better balancing workloads and improving efficiencies.
- Conceptualized and implemented a multi-country engineering school; graduated 8 Engineers first year.
- Performed as functional lead for Sales, Engineering and order fulfillment for different EagleBurgmann companies in the region.
- Developed and administered Key Metrics and Scorecard to help drive changes throughout Americas Region of companies.

**WOOD GROUP, Houston, Texas****2006 to 2010**

A \$5 billion international energy services company composed of independent companies operating in 50 countries, with a focus on pipeline, refining and power industries.

**Vice President of Sales, North America – Gas Turbine Services/GTS: 2008 to 2010**

Reported to the President of Sales. Created a sales and sales management structure in the US and Canada that led to company turnaround in performance. This included training, mentoring and performance management.

**Highlights:**

- Generated \$191,000,000+ through the sales of a unique set of GTS bundled products and services.
- Delivered a 10% increase in sales during a down market and a 20-person sales reorganization.
- Drove the successful outcomes for a team of 30+ within an annual budget of \$100+MM.
- Developed Global Key Account Program for Major Oil and Gas and Power companies increasing sales with major accounts like Shell, Total, and Chevron.

**Director of Sales & Marketing - The Americas – GTS: 2006 to 2008**

Reported to the VP of Sales. Responsible for consulting Senior Management on strategy and then developing and implementing this strategy globally. This led to more successful branding, marketing, training, and CRM programs.

**Highlights:**

- Provide leadership and direction to 18 businesses by helping them conceive their own business plans.
- Developed Global marketing and branding campaign to reflect new company organization and sales approach.
- Drove change needed throughout the organization globally to enable new business model to succeed.
- Assessed and trained 100+ global team members; brought in a common language to ensure success.
- Consistently surpassed sales goals with reduced resources by ensuring compliance of CRM system across multiple organizations.
- Put in place Strategic Sales, Conceptual Sales, Large Account, and Presentation training programs across organization.

**Cypresswood Management, Spring, Texas****2004 to Current**

Managing Partner for a Texas LLC providing management direction and consulting. Main three areas of focus are on Corporate Consulting, Property Management and Small Business Operation. Main assignments below:

Responsible for build, startup and day-to-day operations of an organization with 12 employees, from market research and business planning to procedures development and staff recruitment. Achieve business objectives of \$700,000 annually in three years' time.

Buy and sell properties as well as manage nine single-family homes in the greater Houston area.

Provide business consulting and Talent Assessments for a range of companies.

**PAM OIL COMPANY, Sioux Falls, South Dakota****2002 to 2003**

A \$100+ million supplier of automotive parts, fluids and supplies.

**Vice President of Sales:**

Responsible for restructuring of external sales and contact center, developing sales strategies, goals and sales training

- Successfully realigned sales team and implemented Time and Territory Management (TTM). which enabled sales to provide more customer face time and achieve deeper sales coverage.
- Managed integration of newly purchased businesses into existing operation.

**FLOWSERVE CORP. (formerly Durametallc Corp.), Houston, Texas****1981 to 2001**

A leading global manufacturer of mechanical seals for pumps and other rotating equipment, focused on oil & gas, refining, petrochemical, chemical, mining, pharmaceutical, and power industries.

**Worldwide Director, OEM & Capital Project Sales: 1997 to 2001**

Responsible for developing and driving global coordination effort in selling products in capital construction projects worldwide. . Managed the daily activities of a team of 50, with responsibility for a \$30,000,000 budget.

- Exceeded sales targets of \$100+ million by 10% while drastically reducing expenses by \$300K (15%) by successfully penetrating and capturing sales in the chemical, oil, gas and power industries worldwide.
- Reduced order entry time by 67% while improving report quality through the implementation of Sales Force Automation Tools; collaborated with Engineering and IT to apply “hooks” into other sales tools.
- Retained 97% of staff (compared to 70% for the division) during major reorganization while creating global team of Managers, Sales Representatives, Engineers and Support staff following a major merger of equals.
- Created a competitive edge in marketing and pricing by establishing the first worldwide CRM system and database system in the industry.

**General Manager - Durametallc NV, Gent, Belgium: 1996 to 1997**

Responsible for oversight of P&L, Logistics, Engineering, Sales, Customer Service, QC, Assembly, Service, Repair and HR functions throughout Europe including Germany, Italy, France, Spain, Netherlands, Austria, Switzerland and Belgium.

- Turnaround resulted in exceeding \$12 million sales target by 14% and retaining key employees.

**Manager, Worldwide OEM / Project Marketing, Kalamazoo, Michigan: 1994 to 1996**

Responsible for globalizing 16 worldwide profit centers and creating a common marketing strategy and uniform processes necessary for selling to global customers. Product development for the OEMs, forged partner alliances and created marketing agreements to capture market share.

- Improved conversion rate from 25% to 55% through innovative organizational and sales structures.
- Increased annual OEM sales by 20% because of revitalization of staff to achieve corporate mission.
- Reduced manufacturing costs up to 80% by negotiating margin assurance, pricing policies and using credit notes and special transfer pricing to shift profits from profit centers.

**Senior Sales & Service Representative - Inside Sales, New Jersey/New York/Pennsylvania: 1981 to 1994**

12 years Sales experience where was responsible for product sales success through direct, OEM, Resale and Distribution channels with 4 increasingly larger territory assignments.

- Territory plan grew sales 300% over a 7-year period, from \$1.5 million to nearly \$5 million.
- Developed company’s first Global Key Accounts and in-house support cells.

**TECHNICAL SKILLS:**

Multiple CRM programs, Microsoft Office Suite

**RECOGNITION & AWARDS:**

Employee of Quarter, EagleBurgmann 2015

Sales Achievement Award, Flowserve 2001

Distinguished Sales Achievement Award, Flowserve - 10 of 12 years

Presidents Club Award, Flowserve- 2001, 2000, 1999, 1998, 1997

#1 Sales Representative, Flowserve - 1988 through 1994

**LANGUAGES:**

Conversational Spanish &amp; Italian