

SALES BIOGRAPHY



Mark Wicks
Windy City Wire • Southeast Regional Sales VP • 2010 to present

PREVIOUS INDUSTRY EXPERIENCE:

After graduating from Florida State University with a Bachelors of Science in Marketing Research and International Business I have spent twenty three plus years in sales and purchasing, with experience in the development, training, acquisition, implementation, and management of materials and personnel in the electronics and security industries.

MY POSITION AT WINDY CITY WIRE:

Since joining Windy City Wire in 2010, the company has experienced a 52.2% growth increase in my territory. Due to this growth, we have opened new warehouses in Charlotte, NC; Atlanta, GA; and acquired a company in Pompano Beach, FL. In addition to the warehouses we brought in another outside sales rep to take over a portion of my previous territory.

My current territory (Florida, Alabama and Georgia) has in excess of 310 active customers, with monthly linear footage shipments approaching 5 million feet. Through my time here I have learned that positive business outcomes facilitate great relationships, and we have established hundreds upon hundreds of great relationships with electrical contractors and low voltage integrators that include the likes of Dyna Fire, Power Design, and Convergent Technologies to name a few.

I spend the vast majority of my time on the road seeing existing customers and prospecting possible new ones. Time spent with my customers is focused on continued training and education of our products and system so our partners continue to maximize the labor cost reduction inherent with our system. The other half of my time is spent cultivating new accounts so they too can reap the safety and labor saving benefits of our solution.

WHAT TO EXPECT FROM ME ON MY SALES VISIT:

Before I visit your location, I will have done my homework on your company and those individuals that I will be meeting with, leading to a productive, informative session with a focus on increasing the security and productivity of your business. After listening to the state of your business and answering any questions you have for me, I will demonstrate why so many other companies have improved their safety and labor costs with our solution. I will vindicate your decision to switch to Windy City Wire by explaining how making the change to Windy City Wire will significantly reduce your installation labor costs while creating a safer project environment.

CONTACT ME TODAY FOR MORE INFORMATION!



Mark Wicks • Southeast Regional Sales VP
9216 Palm River Road, Suite 2016 • Tampa, FL 33619
T 800.379.1191 ext 2840 • D 630.633.4540 • F 630.633.4840
C 941.518.3637 • mwicks@smartwire.com