

Daniel J. Lynch
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Director of Sales, Marketing and Business Development

EDUCATION: Bentley University, Bachelor of Science – Finance

PROFESSIONAL EXPERIENCE:

March 2009 - November 2009 **Cycle Drive Systems**, Foxborough MA

Position: OEM Sales Director (Freelance project based position)

A division of Delta Cycles introducing CDRIVE® belt drive system to bicycle manufacturers worldwide

- Responsible for spearheading product launch, developing new customers and achieving initial revenue. As a result, 21 manufacturers from four continents built new frames and tested samples, with four companies introducing models featuring CDRIVE® for 2010 and 2011.
- Introduced “custom build to order” as means of capturing new customers, increasing revenue and expanding product line.
- Created technical manual, redesigned website, developed new marketing collateral, implemented email marketing program
- Acted as client liaison to engineering department and contract manufacturer in Asia to redesign product for improved performance and to develop new parts and accessories.

2005-2008 **Linear Air**, Concord, MA

The first “very light jet” air taxi company operating in the northeast United States

Positions: Senior Director of Sales, Marketing and Customer Service February 2008-September 2008

Senior Director of Sales and Marketing April 2007-February 2008

Senior Director of Sales April 2006- April 2007

Director of Corporate Sales May 2005-April 2006

Managerial and Strategic Roles and Responsibilities:

- Member of 5 person executive team that introduced a new business service and aircraft platform into the air travel marketplace.
- Led new market identification, assessment, entry and ramp, including creating market entry plans for and opening NY, Caribbean and DC markets.
- Developed the demand based revenue model with the executive team and independently developed and owned the sales and marketing budgets. Wrote the sales and marketing summary for quarterly board reports including creation of more than 50 RFQ and transaction reports.
- Responsible for build out of CRM system, salesforce.com. Tasks included developing data capture process for thousands of leads, accounts, contacts, RFQs and transactions w/50 data points, providing improvements in scalability, transparency, time savings, reporting and data security, integrity and accuracy.
- Led effort to achieve ARGUS Gold certification and to pass JD Power Customer Service Quality Audit.

Sales and Business Development Roles and Responsibilities:

- Selling primarily to senior level executives in the private equity, venture capital, hedge fund, investment banking and real estate sectors, achieved average annual year over year sales growth of 39% before including revenue lost due to capacity constraints.
- Developed sales process and integrated with marketing and customer service departments.
- Built sales department by recruiting, training and managing sales staff of 4 including inside and outside sales reps in 3 markets. Created compensation plans. Hired contract employees.
- Increased repeat purchase rate of existing customers by more than 30%.
- Established relationships with more than 40 channel partners contributing as much as 20% of annual revenue.
- Created alliances with more than 60 affiliates representing 8 industries.

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Marketing and Customer Service Roles and Responsibilities:

- Developed brand strategy, messaging, design and copy (logo, collateral, etc), budget, media plan and calendar.
- Created a marketing plan by geographic market, coordinated with sales efforts, to raise awareness, educate and generate trial. Resulted in over 300 “new to private air” customers in addition to 1,100 + customers.
- Tested price sensitivity for impact on gross and net revenue through variable and discounted pricing.
- Introduced new travel products to increase revenue while leveling demand through weekly and seasonal cycles.
- Initiated and managed relationships with ad agency, pr firm, consultants, contract employees and vendors.
- Negotiated all media buys, frequently leveraging the buy with barter.
- Responsible for all marketing campaigns including direct mail, email, website, online ads, radio, print, out of home and events. Introduced manual and automated campaign tracking to provide ROI on all marketing campaigns including cost per customer and cost per transaction.
- Conducted demographic and psychographic analysis of customer base for targeting marketing campaigns.
- Managed 4 person customer service department, developed online and in-person customer surveys.
- Used web analytics and phone system reports for refining marketing initiatives and improving customer service response times.

2003- 2005 **Conquest Business Media, Inc.**, Beverly, MA

Publisher of *The Manufacturer* and *North American Industry*, monthly magazines addressing best practices and corporate strategy, targeting senior management in US based companies with annual sales greater than \$30 million.

Position: **Project Director**

- Interviewed senior management within manufacturing and service companies to qualify editorial case study opportunities.
- Managed sales of advertising to suppliers and partners of featured companies.

2002-2003 **Nova Cruz Products, Inc.**, Dover, NH

A corporation engaged in the development, manufacturing and sales of the Voloci electric motorbike. Voloci was sold direct to consumers via the web and through a national dealer network.

Position: **Sales Director – Eastern United States**

- Developed marketing plans to reach 3 distinct target markets.
- Responsible for all new dealer sign ups on the east coast.
- Managed all dealer accounts. Tasks included co-op advertising and marketing, merchandising (POP displays, signage, product literature) and training employees to operate, maintain and promote the product.
- Formed alliances with affiliate partners such as grocery stores, catalog marketers, tradeshow operators and government agencies focused on traffic reduction and environmentalism.
- Managed “evangelist” program to stay close to customers and gather market research from early adopters.

2000-2002 **Green2Go, Inc.**, Ft. Lauderdale, FL

A corporation engaged in the sale of products and services to green industry companies via direct marketing, proprietary web based purchasing tools and e-commerce.

Position: **Director of Business Development**

- Developed and managed relationships with more than 35 suppliers and OEMs. Responsibilities included negotiating pricing and terms, selecting products and managing electronic processing of product data.
- Performed all merchandising responsibilities, including product selection, sourcing, pricing and promotions.
- Led employees in the development of paper and online catalogs comprised of over 6,000 products covering 9 categories and more than 50 subcategories.
- Managed inventory. Responsibilities included purchasing, managing warehouse, setting inventory levels and establishing shipping procedures. Also worked with 20 drop ship suppliers to address logistics, distribution and availability of all drop shipped products.