

Brent Halstead

Summary

I'm a results oriented professional credited with inventive tactics and excellence in business management, leadership, marketing and consultative selling. I offer honed skills in business-to-business activity with Fortune 500 companies from conception through implementation. I've built an outstanding record in analyzing business needs, creating new processes, best practices, and business development enabling profitable return on investments. Excellence in performing comprehensive market research for new products and services with expansive knowledge in the print industry including offset presses, production digital presses, multifunctional devices, wide format, network connectivity, workflow solutions, third party interaction, document management, color management, data center printing, variable data and competitive analysis. I'm a visionary with the ability to manage sales, forecasting, pricing, and collateral, budgets, and P&L with a focus in long-term business relationships for internal and external customers. I am innovative, hard working, and energetic with excellent communication, organizational, technical, and presentation skills.

9406 Gutenberg Road
Louisville KY 40291
T 502-805-1121
M 502-403-9846
Brent@BrentHalstead.com

Experience

Guidance Inc

Strategic Alliance Manager, USA – 2011-Present

Developed the sales and marketing deployment strategies for a professional services based group focusing on multi media and meta-systems. Created and tracked marketing campaigns that included targeted email and web-based goals and funnels, social media interactions, and search engine optimization.

Canon USA

Production Systems Architect, USA – 2009-2011

Responsible for the Production Specialist team that supported all National, Government and key HP and Océ accounts in high profile and/or complex customer environments to help ensure proper hardware/software/services configurations to meet or exceed customer workflow requirements. Played a key function in working with the Professional Services group to generate revenue by building custom Services and Solutions solving customer needs.

Regional Field Analyst, Mid West/South East region – 2008-2009

Served as the liaison for Canon USA and the independent dealer channel supporting imagePRESS color and mono production portfolio including dealer launches, trade shows, and team training/awareness. I was also involved in national projects that included dealer awareness, ROI presentations, and more.

9406 Gutenberg Road
Louisville KY 40291
T 502-805-1121
M 502-403-9846
Brent@BrentHalstead.com

Xerox Corporation

Color/Mono Solutions Executive (CMSE), Louisville KY – 2005-2007

Worked with regional Production Services Manager to build tactics to win new business with non-existent customers and to enhance the current base business. I specialized in building custom presentations that delivered the “Xerox message” to customers and prospects in an easy to understand and enjoyable platform. My daily duties were to maintain existing major accounts and develop new business specifically to the production/graphic space, both mono and color. Received extensive RIP training (Creo, DocUSP, Fiery, Splash).

IKON Office Solutions

Color Systems Specialist (CSS), Dayton OH – 2002-2005

Sold and supported hardware and software solutions specific to color workflow in areas of: production centers, graphic design, general business applications, and data centers. Also trained and educated reps in color workflow, color theory, and how to find and qualify color prospects. Also gave RIP training to reps, customers, other specialists, and analysts (Fiery, Edox, Creo, PowerPRESS).

- 2004 Circle of Excellence (C.O.E.) Club (131% plan YTD)
- 2004 Specialist of the Quarter – FY’04-Q4
- 2003 Circle of Excellence (C.O.E.) Club (135% plan YTD)
- 2003 Specialist of the Quarter – FY’03-Q2
- 2003 Rep of the month – March ‘03
- 2002 Rep of the month – December ‘02

Color Systems Analyst, Louisville KY – 2000-2002

Provided basic and advanced color support and training for all customers, internal and external, in a four state territory. This included application-training (Adobe Suite, Quark, etc.) enabler training (Fiery, Edox, Splash, MicroPRESS, etc.).

Supported and maintained all showroom computers (Mac and PC) and all software therein. Was instrumental in the regional transition to Windows XP and Mac OSX.

- 2001 Employee of the month – May ‘01

Allegra Print & Imaging

Manager, Louisville KY - 1993-2000

My in depth knowledge of the printing field, including single, dual, and four-color process printing, enabled me to play a key role in the company’s transition from analog to digital printing.

I also introduced the first broadband installation in the region, and helped other locations with their migration to broadband technologies. I was the local network administrator enabling PC/Mac accesses to WAN/LAN.

My team of eight full-time and two part-time employees were responsible for printing production from time of initial order, graphic design, printing, finishing, and delivery. We also saw a continued decrease in cost of goods sold in enabling profit margin to increase by 5 percent annually.

Training

Canon USA

CDIA

Net+

Canon Production training

Xerox

Xerox Color Specialist training

Xerox Production Specialist training

Xerox Advanced Sales training

Six-Sigma

IKON Office Solutions

IKON C.O.R.E. (Sales training) 1, 2, & 3

IKON Color (Color training) 1, 2, & 3

- *Certified IKON Color Specialist and IKON Color Master Certificate.*

Six-Sigma (Green Belt)

IKON SAE-1 (Analyst and enabler training)

Microsoft Certified Professional (MCP) Win2k

Allegra Print & Imaging

Dale Carnegie Leadership Training

Team Building Seminar, American Speedy Corp

Sandler Sales Training

Color University, Sales and Graphic Design

Education

University of Louisville 1988 - 1992

Jeffersontown High School 1984 - 1988

References

Available upon request.