

MICHAEL KORF

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TECHNOLOGY & SERVICES SALES CLOSER- Builder of high performance Teams.

Accomplished in driving revenue, growth, market share, profitability and operational sales performance. Building diverse organizations and instilling teamwork.

Master of Business Administration-Bachelor of Mechanical Engineering-Military Veteran

Senior sales executive with a 28-year career that reflects consistent achievements in building corporate and stakeholder value. Proven history of success in building high performance sales teams into “market makers,” growing multiple distribution channels, and functioning as a thought leader and proactive problem-solver in fast-paced environments. In-depth understanding of technologies (EAM, PDM, CMMS, CRM) and their applications, and how they will improve customers’ bottom-line quickly. Builds credibility with customers by understanding their issues, and knows how to effectively position and market technologies and inevitably develop consultative selling processes that enable customers to grasp technologies’ ROI. Strategic thinker with the ability to execute at a tactical level. Focused, determined, and tenacious – do what it takes to get the job done. Trained multiple organizations on Sales, Marketing, Supervision, Communication skills, Leadership traits, and various other soft skills courses. Maintains the highest degree of ethics and integrity. Entrepreneurial minded. Altruistic natured individual.

PROFESSIONAL EXPERIENCE

www.korfgroupllc.com Korf Group LLC 2016-Present

- The Korf Consulting Group LLC specializes in sales and marketing optimization and manufacturing process excellence, including Professional Development training (soft skills). The team has over 90+ years of hands-on experience with industry-leading companies. This experience can be utilized to add strategic value to companies who are interested in a market leading position.
- I own the P&L, and manage the day to day operations and logistics of 6 consultants.
- Develop content and provide training to various organizations across multiple vertical industries.

IS-International Services LLC 2012-2016

- Business Development Manager—In this roll I am responsible for selling and staffing large Power Generation Projects and other discrete verticals (Pharmaceutical, Manufacturing, Pulp & Paper)
- Sold first company Balance of Plants controls integration Project for large 3X1 combined cycle plant in Colorado. (700k+)
- Staffed a Large pharmaceutical company 2B dollar expansion; to include Lead site engineers. Translators, AutoCad electrical personnel and software validation engineers.
- Implemented marketing concepts to align with company strategic goals.

- Developed strategic initiatives to bring the company into unknown verticals around power generation (Cyber Security, renewables).

- Write marketing white papers for publications such as power magazine, automation.com and power engineering.eg; [The business case for contingent labor](#) [Advanced Maintenance Strategy](#)

Gas Turbine Efficiency—WoodGroup-Gas Turbine NOX reduction products, Parts, Service, Long Term Service Agreements, Operations and Maintenance support to all Power companies in the Americas. 2011-GTE was acquired by WoodGroup in 2012

- Director of Sales with three regional Sales Managers reporting to me (18 total reports)
- Implemented CRM system Salesforce, Enterprise Asset Management EAM implementation (CMMS-multiple platforms) (2X), Maximo, Infor, SAP, emaint and Tableau Sales analytics
- 28% growth in Non-OEM sales in first year
- Active participation of management team to sell company to WoodGroup

SIEMENS (ENERGY- Coal,CCPP, Nuclear, IGCC, ,Solar,Wind, Hydro/Instrumentation/Controls/Electrical/Predictive Technologies) 2007 to 2011

Director of Sales and Marketing (14 direct sales reports, Mktg Manager, Strategic Mktg Manager, Sales Support).

- Turned around stagnant sales and maintained 20% + annual growth in Top Line sales over 4+ year period.
- Doubled market transparency during that period and continued to improve.
- Implemented solution selling processes throughout all channels and continued to drive through channels.
- Closed first Siemens USA based Solar opportunity for controls (Ivanpaugh).
- Closed first Siemens USA coal plant, Carney Point NJ (188MW).
- Closed first Siemens IGCC plant (Texas Clean Energy Project—DOE funded)
- Manage marketing teams to deliver award winning advertising, articles, and customer co-authored white papers.
- Manage Strategic Marketing Initiatives to ensure strong account planning, country plan and market pricing database. Oversee & Manage corporate relationships with A/E's and EPC's.
- Work with commercial organization to ensure accurate salesforce.com data, forecasting and Profit & Loss accuracy. Enterprise Asset Management EAM implementation.
- Worked with operations to develop Project Selection process which ensures we are profitable even on challenging projects.
- Doubled sales from 49M to over 110M in 39 months.

- Doubled new product line sales within 24 months, increased profitability by showing customer value events.
- Take consequent action on poor performers and builds winning loyal accountable sales and marketing teams.
- Builds executive level relationships in various utility verticals throughout United States and Canada.

KCG; Atlanta, GA 2001 to 2007 Sales-Owner

Worked with several start-ups, medium size companies, NON-Profits, and provided guidance in sales, marketing, coaching, strategic planning, capital raising, and process development. Collaborated with CEO's, Presidents, and other top-level executives to enable their business/financial success and improve shareholder value.

- Worked with Kennesaw State University President (Betty Siegel) to develop online Ethics and Integrity doctorate program. Utilized, developed online content via LMS (learning management system) to offer student candidates a doctorate degree in Leadership, Ethics, and Integrity at the Siegel institute.
- Developed client and engagement management processes, and created a portfolio of marketing communications, presentation materials, and proposal guidelines.
- Doubled existing product line sales within 14 months, increased profitability, and improved return on assets managed metric 21% for a manufacturing client (National Electric). Developed, deployed, and assisted in the implementation of a new market strategy, developed and negotiated long-term agreements with suppliers, and provided sales tools and training to direct and distributor channels.
- Achieved buy-in from the Board of Directors of high-tech Company (start-up manufacturer) for a new business plan focused on evaluating new products and channels for existing sensor technology. Managed doctoral students and professors from Georgia Tech to design/test new sensor technology applications, influenced industry suppliers to test new technology in their operating facilities, and reviewed patents to eliminate infringements and secure intellectual property.

EMERSON PROCESS MANAGEMENT; Knoxville, TN 1996 to 2001 (Manufacturing, Steel, Petrochemical, Automotive, Energy, Chemical, Food & Beverage, Oil & Gas)

Strategic Market Development Executive / Large Account Management Executive

- In charge of developing and managing a pipeline of prospects and analyzing trends that affect how the company engages with the market; Emerson Process Management is a leading global supplier of products, software, services, and solutions that measure, analyze, control, automate, and improve process-related operations.
 - Qualified opportunities, evaluated agreements and handled the ongoing development, management and maintenance of large accounts. Provided thought leadership and strategic guidance across the business,
- Influenced product development, marketing, advertising, promotions, and communications. Managed eight direct reports and indirectly managed a 38-person sales team, six support engineers, and a four-person product support staff in a fast-paced, high-pressure environment. Held P&L responsibility.
- Instrumental in nearly tripling sales \$24 million to \$75 million and increasing market share 8% within four years.

- Targeted, penetrated, and grew business with global Fortune 1000 companies, including Dow Chemical, DuPont, Owens Corning, Anheuser Bush, AEP, Boeing, Shell, Duke Power, General Electric, Conoco, Hoechst Celanese, Pepperidge Farms, Whirlpool, BMW, Ford, Kimberly Clark, Texaco, and U.S. Steel, Cogentrix, Southern Co, Transalata, Entergy, Progress, etc.
- Drove \$18 million in revenues through negotiating/closing long-term exclusive contracts for products, services, and staffing. Personally sold a large multimillion-dollar opportunity to the Chinese Ministry, with power facilities throughout the country standardized on the company's products.
- Initiated, negotiated and closed the largest, most profitable service contract in company's history valued at \$14 million over the contract terms with Dow Chemical.
- Grew international sales from less than \$1 million to \$6.5 million over a two-year period by expanding the company's largest account, which had presence in Asia and Western Europe.
- Formed and managed a customer advisory board comprising the company's top customers. Evaluated and integrated customers' feedback into development of our corporate short and long term strategic improvement plans – an effort that led to several long term sole-source contracts.
- Improved return on assets managed through driving various cost reduction initiatives.
- Drove shareholder value by serving on a management team involved in acquisition activities, including conducting due diligence of acquisition candidates and developing models on company valuation.
- Increased top-line growth 12% and reduced SG&A costs 8% in two quarters leading up to the acquisition of our company by Emerson Electric. Results achieved by restructuring channel compensation plans, consolidating the territory, and deepening customer penetration – driving a 3.5% net operating improvement and enhancing company valuation.
- Expanded volume with existing customers while increasing new customer acquisition 10% by spearheading a successful channel strategy and entering non-customary markets.
- Achieved a true understanding of customers' needs and collaborated with engineers in product development to ensure that product designs and newly released products met customers' requirements.
- Participated in the development of marketing pieces, tradeshow booths, and web site, and conducted annual sales meetings. Oversaw motivational discussions, panels, awards, dinners, and breakout sessions.
- Active management participation involved with an acquisition by Emerson Electric for \$165M

Regional Sales Manager – Southeast Region

- Executive sales position holding full accountability for the growth and revenue performance of a 6 state southeast region. Recruited, trained and managed distributors and representatives, and directly managed a five-person sales staff and two technical engineers.
- Established the region as the Top Region for 1997. Provided support and training to allow each distributor/rep to grow business with both new and existing customers.

- Introduced a consultative selling process and a customer relationship management tools as standards for use by the sales force.
- Exceeded region quota, growing territory pull through from \$8 million to \$15 million.
- Worked directly with distributors/ reps to call on accounts, develop business, and evaluate distributor performance.

AREVA/FRAMATOME/INPO; Lynchburg, VA 1987 to 1996

Salesman-East (1990 to 1996) / Engineer (1987 to 1990)

- Prepared offers, negotiate and manage contracts, and provide customer support for data acquisition systems and software in a 9 state Eastern region. Managed the entire sales cycle, from initial consultation and needs assessment through presentation, negotiation, and closing. Coordinated all actions for developing new offers and new concepts to gain customer satisfaction.
- Consistently met and exceeded quotas of \$5+ million; named as Rookie of the Year and Salesman of the Year (1990-91).
- Targeted and secured numerous accounts, including Carolina Power & Light, Duke Power, Southern company, Florida Power & Light, Entergy, Toledo Edison, AEP, Commonwealth Edison, Texas Utilities, and South Carolina Gas & Electric.

EDUCATION / TRAINING

- Master of Business Administration (2002) – 4.0 GPA
KENNESAW STATE UNIVERSITY – Coles College of Business
- Bachelor of Science – Mechanical Engineering (1987) – 3.8 GPA
STATE UNIVERSITY OF NEW YORK – Stony Brook
- Solution Selling, Miller Heiman, Consultative Selling, LAMP (Large Account Management Process), Dale Carnegie, Spin Selling, Technical Writing, Time Management/Scheduling/Project Management Training, Multiple CRM tools, Effective Sales & Negotiating Training, Forecasting, Company Valuations, Budgets
- Qualified as an Instructor and Facilitator – Nuclear Academy of Training
- Qualified as an Engineer and Maintenance Evaluator – Institute of Nuclear Power

ADDITIONAL INFORMATION

- Military: U.S. Navy 1980 to 1984 – MM2-USS Mt. Whitney
- Affiliations: Technical Association of Georgia; Atlanta Technology Development Corporation; Entrepreneurs Interest Group, Instrument Society of America.
- Community: Teach courses on Start-up & Sales Management at Kennesaw State University (gratis); work with Kennesaw State University Institute for Leadership, Ethics and Character.