

Robert “Bob” Settle

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SUMMARY

Strategically focused sales and marketing executive with demonstrated skills in driving revenue growth, increasing market share and building brand equity at leading companies in the electrical, automation and energy markets. Experienced in leading and motivating global indirect sales organizations to achieve goals. Adept at leading cross-functional teams to attain corporate objectives. Trusted leader with recognized ability to develop C-level relationships at key customers and strategic partners.

AREAS OF EXPERTISE

- Strategic Marketing Development
- International Marketing (NA, Europe, Asia)
- Brand Building
- Digital Marketing Strategy & Implementation
- Sales Force Optimization
- Global Sales Channel Management
- Media Relations & PR
- Servant Leadership

PROFESSIONAL EXPERIENCE

CRESCENT ELECTRIC SUPPLY

2010 - 2018

Vice President, Marketing

Led corporate marketing strategy development and execution for the 8th largest electrical distribution company in the U.S. Responsibilities included corporate branding; digital marketing; vertical market strategies; industrial, datacom and energy business segment marketing; graphic design and product marketing.

Led an organization of 20 corporate inside sales and lead generation professionals who were industry leaders in generating and qualifying sales prospects - and converting prospects to customers.

COGNEX CORPORATION, Duluth, GA & Natick, MA

2005 - 2009

Vice President

Led organization in the areas of Distribution Support, Marketing, Training and Customer Satisfaction for the industry leader in machine vision technology. Responsible for strategic planning, budgeting and managing global teams to achieve KPIs.

Facilitated cross-selling between regions by standardizing sales methodologies through global training programs in conceptual and strategic selling

Drove sales lead growth by creating a global, customer-facing marketing organization and complimentary country web sites in key markets

DVT CORPORATION, Duluth, GA

2000 – 2005

Director

Managed global marketing, distribution sales channel and key account programs at this privately held machine vision company. Served as strategic advisor to CEO and provided operational management of global distribution network.

- Achieved compound annual growth rate of 35% for five consecutive years through industry leading marketing initiatives and distribution channel best practices programs
- Created and executed best-in-class incentive and customer loyalty programs
- Negotiated multi-year private label agreement with Siemens AG that resulted in incremental sales of \$10M
- Instrumental in creating and implementing a corporate-wide vision of servant leadership, resulting in industry-leading ranking for customer service

HIGHLIGHTS OF PREVIOUS EXPERIENCE:

SIEMENS ENERGY & AUTOMATION, Alpharetta, GA

Manager of Marketing Communications for \$2B subsidiary of Siemens AG. Directed all marketing communications activities for multiple business units; including advertising, trade shows and events, e-marketing and media relations. Managed agency and vendor relations and a staff of 10 marketing professionals. Responsible for creating and managing a \$10M+ budget.

ABB CORPORATION, Florence, SC

Director of Marketing and OEM Sales for the Circuit Breaker Division of ABB, a global electrical engineering firm. Managed a field sales organization of direct employees and manufacturer's representatives as well as product marketing, application engineering and customer service.

PROFESSIONAL ASSOCIATIONS

Automated Imaging Association – Board of Directors (2003 – 2004)

PROFIBUS Trade Organization – Board of Directors (1994 – 1997)

EDUCATION:

Bachelor of Science in Electrical Engineering
West Virginia Institute of Technology

REFERENCES:

Provided upon request