

Mark E. DaSilva

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PROFILE

Seasoned sales and marketing executive seeking teaching position at undergraduate or graduate level. Possess strong analytical, problem solving, creative, interpersonal, team building and communication skills. Have consistently accomplished objectives by setting forth plans and motivating staff and stakeholders. Major accomplishments include:

- Increased sales of underperforming businesses
- Intensified companies' marketing culture and strategy
- Developed training materials for retailers' sales staff
- Introduced new businesses and product lines
- Opened and managed new retail stores
- Strengthened brands' identity

Experienced at managing and delivering corporate training programs. Qualified to instruct classes including: Marketing Management and Policy, Marketing Channels, Promotion Strategy, Sales and Sales Management, Consumer Behavior, New Product Development, Luxury Goods Marketing, and Business to Business Marketing

MBA, Kellogg School of Management, Northwestern University

TEACHING EXPERIENCE

- Adjunct MBA Marketing Professor DeSales University Fall 2009, Winter 2010
- AACSB Bridge Program – Earned certification for business professionals preparing for an academic position.
- Led industry specific CEU classes for ASID members with consistently high participant evaluations.
- Conduct in-field training for Lutron accounts' sales staff.
- Managed training department at Bang and Olufsen, the staff of which conducted factory and field training.
- Initiated development of in-field training courses for accounts' sales staff at Pratt & Lambert, Bang and Olufsen, and Lutron.

EDUCATION

Masters of Management, Kellogg School of Management, Northwestern University, Evanston, IL
Marketing and Strategic Planning, 1982

BS, School of Management, Syracuse University, Syracuse, NY
Marketing and Business Administration 1977

Continuing Education

American Marketing Association – Sales Negotiation Seminar
'Lutron University' – Leading High Performance Teams

PROFESSIONAL EXPERIENCE

MARKETING MOSAICS, ALLENTOWN, PA **2009**

Marketing consulting

President - Owner

- Analyzing multiple new market opportunities by conducting market research, determining market size, and preparing financial projections for CertainTeed Foundations Business Unit.
- Providing market perspective to CertainTeed Corporate Marketing staff for major new sales strategy.

MERIDA MERIDIAN, INC., BOSTON, MA **2008**

Cutting-edge design firm supplying green flooring products to residential and commercial markets

Vice President of Sales

Member of executive team that redefined strategy to target high-end market as core business became commoditized. Led ten member staff to a 5% sales increase in the contracting home décor market.

LUTRON ELECTRONICS, INC., COOPERSBURG, PA **2005 - 2007**

Technology and market share leader in residential and commercial lighting controls and dimmers

Director of Sales and Marketing, Lighting Showroom Channel

Drove revenue growth by introducing marketing discipline in stagnant \$20M channel.

TUFENKIAN CARPETS, NEW YORK, NY **1998 - 2005***Supplier of luxury area rugs sold by specialty retailers, department stores and trade showrooms***National Business Manager, Showroom Division (2003 – 2005)**

Established and led the Division; created and implemented the business strategy that transformed a single unprofitable corporate showroom into a multiple unit profitable venture. Supervised staff of 20.

Director, Sales and Marketing (2002 – 2003)

Conceived a distribution strategy that increased sales \$1M and reversed a sales decline by solving channel conflict between independently owned accounts, company owned showrooms and department stores.

Director of Marketing (1998 – 2002)

Increased sales 40% to \$24M by expanding brand franchise to support entry into new segments.

BANCONSUMER SERVICE, INC., BUFFALO, NY **1996 - 1997***Supplier of loan products and compliance services to financial institution***National Sales and Marketing Manager****PRATT & LAMBERT UNITED, INC., BUFFALO, NY** **1991 - 1996***Manufacturer of premium quality paint for consumer, contractor, industrial and OEM markets; number two brand to Benjamin Moore in specialty paint store channel***Director of Marketing - Paint Division**

Devised strategy that increased sales \$20M and reversed a seven-year market share decline. Built the company's first brand and product management organization to support the strategy.

BANG AND OLUFSEN OF AMERICA, MT. PROSPECT, IL **1987 - 1991***Leading European manufacturer of high-end consumer electronics sold through specialty retailers***Director of Marketing**

Integrated international and domestic marketing strategies to support opening of company's retail stores.

RUST-OLEUM CORPORATION, VERNON HILLS, IL **1982 - 1987***Leader in aerosol and under one gallon size paint sold in hardware, home center and discount channels***Brand Manager (1985-1987), Manager, New Business Development (1984-1985), Assistant General Manager 4-Wheels Supply (1983-1984), Assistant Brand Manager (1982-1983)****IBM, OFFICE PRODUCTS DIVISION / EXXON, QYX DIVISION - Sales Representative** **1977 - 1980**

PROFESSIONAL ASSOCIATIONS**American Lighting Association** **2005 - 2007**

Member Education and Marketing Committees

LEADERSHIP POSITIONS / COMMUNITY SERVICE**Boy Scouts of America** **1999 - 2003**Cub Master – Lead Cub Scout Pack to record enrollment and event participation during four year tenure.
Den Leader – Coordinated weekly Den meetings including attainment of merit badges.

AWARDS

- Developed award winning merchandising system: 2007 POPAI - Silver Eagle, 2007 The Electrical Distributor - Best of the Best.
- Directed development of "Futurelink," Bang and Olufsen's first TV spot run in the US and winner of 1989 "Tele" Award

ARTICLES

- "Power Play" Kitchen & Bath Business, June 2007