

GEORGE VAN DELAY

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SENIOR CONSULTANT

SALES / MARKETING / BUSINESS DEVELOPMENT / OPERATIONS

Strong technical background coupled with leadership in key operational areas including sales, marketing, financial operations and production. Expertise includes the defense, medical devices and supplies, computers and telecommunications industries. Managed small- to medium-sized companies from startup through profitable status.

Built and maintained strong business relationships with Board members and company advisors. Cultivated and managed high-performance teams in achieving bottom line objectives. Secured millions of dollars in new business to grow market share and profitability.

Apply effective management strategies to identify and resolve challenges. Work exceptionally well with people from diverse backgrounds. Tenacious problem-solver with a passion for striving for excellence and growth. Core competencies include:

Technical Consulting
Marketing Management
Operations Management
Process Improvement
Contract Negotiations
P&L Accountability
Control Systems

Cost Control
Customer Relationships
ERP
Regulatory Compliance
Global Distribution
Government Contracts
Inventory Control

Product Management
R & D
Project Management
Quality Control
Startups & Turnarounds
Vendor Coordination
Zero Defects Program

CAREER SUMMARY

Consultant

Van Delay Consultants, LLC

20xx to Present

- Provide marketing, business development and sales expertise to companies targeting the highly competitive defense market.
- Work closely with client companies to prepare presentations.
- Contact defense agencies, national laboratories and prime contractors on behalf of clients.
- Successfully coordinate and facilitate multiple onsite conferences.

Director of Marketing / Business Development

MEX Technology, Inc.

20xx to 20xx

A mid-tier defense company specializing in Digital Signal Processing (DSP)

- Rapidly promoted after initial hire as Western Manager.

MEX Technology, Inc. (continued)

- Managed all aspects of sales and marketing including hiring, training and leading direct sales staff and independent representatives throughout the US.
- Developed marketing plans, sales strategies and promotional material.
- Developed corporate alliance agreements with major defense contractors.
- Transformed the product-based Tactical Systems Division to a solutions provider.
- Secured large multi-year contracts with major companies including Lockheed-Martin, L-3, Raytheon, Northrop-Grumman and MIT Lincoln Labs.
- Provided technical information to engineering staff.
- Served in product management role for new and ongoing projects including the conception and design of a complex computing system.

Regional Manager

Cardiac Research Technology, Inc

19xx to 19xx

Specializing in cardiology instruments and supplies

- Led all aspects of sales, marketing, installation and training in the southeast region.
- Formally recognized for having the highest percentage sales of all signal averaging electrocardiograph products in the US in first year.
- Sold, installed and supported nearly \$10M in EP and cath lab systems to major cardiology hospitals.

Earlier: As CEO / General Manager of ABC Corporation, Inc., co-founded company to successfully build client company Nelson Instruments. As President / Director of Marketing & Sales with Medi Health International, Inc., grew sales from startup to \$5M in five years with customers in 38 states while maintaining a 30% overall profit margin.

EDUCATION / TRAINING

PhD, Business & Marketing, University of Washington

MS, Business & Marketing, Cornell University

BS, Mechanical Engineering, University of Denver

Additional training in sales, negotiations and financial management.

Proficient in utilizing Microsoft Office Suite, Microsoft Visio, Photoshop and various other software programs.