

Mark C. Conrardy

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EXPERIENCE

Wacker Neuson Corporation, Menomonee Falls, WI (1985 – October 2008) (Global Headquarters in Munich, Germany)

Management position as Sales Engineering Manager required strong expertise in engineering, sales, and team leadership with a global perspective

- Managed and directed eight members of the Sales Engineering Department on sales support, training course design and implementation, and special projects
- Successfully managed introduction and training of new products to field sales force on new lines of hydronic and air heating equipment as well as a line of compact excavators and wheel loaders as a result of recent company acquisitions and merger
- Provided inside sales support and application assistance for Wacker Neuson customers, salespeople and contractors for soil compaction, pump, generator, and concrete applications worldwide
- Directed the operation of Wacker Neuson Visitor and Training Center, including planning and organizing all training functions, corporate meetings and special events
- Provided product and sales training for Wacker Neuson Corporation, affiliate salespeople and distributor salespeople on our construction products in the Americas
- Facilitated new product integration into existing sales channels and sales force structure
- Traveled extensively worldwide to conduct product and sales schools
- Provided technical and practical expertise for articles in trade publications and trade show presentations and seminars
- Served as full-time member of Wacker Neuson Product Safety Committee and represented the company as expert witness in product liability cases
- Designed, wrote and published technical information including product training presentations, competitive comparisons, and sales argumentation for international and domestic markets

Allis-Chalmers Corporation, West Allis, WI (1980-1985)

Marketing Analyst and member of Management Training Program

- Provided product and sales training for Agricultural Tractor Division salespeople
- Analyzed competitive discount programs and recommend for senior management seasonal discounting programs
- Analyzed competitive products and provide sales argumentation for Allis Chalmers products

EDUCATION

UNIVERSITY OF WISCONSIN, Madison, WI

Bachelor of Science Degree, Agricultural Engineering, Power and Machinery

PROFESSIONAL DEVELOPMENT

Certified trainer for Achieve Global Professional Selling Skills; Continuing Education on Process Improvement - Critical Thinking and Organizational Development – UWM; Living as a Leader; Performance Management; Training the Engineering Expert Witness – UW Madison; Computer Software – Microsoft Office

AFFILIATIONS

American Society for Training and Development; University of Wisconsin Alumni Club; Milwaukee Curling Club, Men's Past President and Board Member; Serve as Eucharistic Minister at St. Francis Borgia Church in Cedarburg