**John (Jay) H Givan**

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107 Pierce Street, West Boylston MA 01583

**Skills & Summary of Qualifications**

Experienced B2B sales & marketing/ Territory development/ Literature development: Consolidating technical information into efficient and understandable forms/ Product presentation/ Market analysis and trends/ Understanding applicable state and federal law.

**Objective**

To utilize my experience of independent sales & marketing from the automotive repair, natural stone, and commercial sound & video fields for a position of product or rep management or outside sales/ marketing role. These industries represent fundamentally different products - finished product, raw material, and software.

**Sales Awards & Recognition**

> Achieved and maintained plurality or majority of territory market share for several manufacturers, 16 sales awards in 16 years, 9 of which reflected 9%-28% annual sales growth per year.

> Manufacturers have adopted sales & marketing strategy ideas for national campaigns resulting in increased national sales.

> Manufacturer's national newsletter, on background, education, and sales:

"Givan and Associates have increased their numbers consistently over the last couple of years primarily through the efforts of Jay Givan. His first hand knowledge of use and applications in small club PA systems has given him a leg up."

**2022 - present: Mitchell1** - San Diego CA
Outside sales & marketing representative (eastern MA/ metro-west area) in automotive repair industry. Primary products are business management software and vehicle/ parts/ labor time look up intended for greater efficiency, profitability, and cost effective repairs. Last recorded month territory achieved 133% of quota. Currently in process of finalizing multi-location national account with locations across US and in Canada.

**2019 - 2021**: (SAV) Independent sales rep for television/ internet advertisement for Boston area firm, and independent contracting, consulting & marketing for various civic and private organizations, including logo & artwork creation, website design, and content development - text, photograph, and video.

**May 2017 - January 2019: Argo Stone** - New Hyde Park, NY

Outside Marketing & Sales Representative (southern New England)

Importer of primarily Greek and Italian natural stone. As first outside sales representative, established territory of southern New England, organized and grew purchasing base from roughly 30 to 150+ accounts.

**2014 - 2017: Horne Associates** - Stow, MA

Manufacturer's Sales Rep (New England), Marketing & Sales

> Arranged manufacturer-contractor product & sales presentations

> Acted as liaison between manufacturer and contractor to facilitate product developments that resulted in increased sales, reduced installation time, and contractor profitability

> Represented Horne at national trade shows

> Developed online presence

**1993 - 2014: Givan Associates, Inc**

Manufacturer's Sales Rep (New England), Marketing & Sales

> Independent manufacturer's representative for domestic and international manufacturers. Grew existing account/ market base within a multi-state territory employing traditional and electronic methods.

**Responsible for Account Management within Territory**

- Provide technical, system design & integration, and sales & marketing support of related product to customer base: consultant & specifier, distributor, contractor, and dealer/ retailer, including distribution of sales leads and assistance with bid processes.

- Develop, provide, and maintain product specification & data sheets, sales & marketing literature, and pricing schedules.

- Sales and market analysis and forecasting

Establish Product Positioning in Marketplace via Media & Account Targeting

- Design, develop, and publish specification, comparative information, sales & marketing, and pricing literature for customer base: hard copy and electronic with web presence.

- Assist manufacturers to conceptualize and develop new products and literature via ‘voice of customer’ generation and test marketing to target accounts for national campaigns.

 - Provide scheduled sales meetings and product demonstrations, both independently and with factory representatives.

 - Hosted company trade show for manufacturers and customer base

**Affiliated Trade Shows Include**

InfoComm/ NSCA: National Sound Contractors Association

NAMM: North American Musical Merchants

ISC: International Security Conference

AES: Audio Engineering Society

**Other**

Municipal PEG Board: (2019 - 2023), Appointed to serve on municipal board tasked to develop policies & guidelines for employees and content for public access television, budgets, and oversight

Writing: (2009 - 2020), Blogger Worcester Telegram & Gazette: budget and news & policy analyst

ARRL: (2014 -) Certified by examination (FCC registered) for amateur radio license

Elected official (2016 - 2022) to town committee. As chairman, ensuring committee compliance of applicable regulations and deadlines; and developing policy & media approaches for short and long term objectives

Actor: (2014) Lifetime television movie.