**John(Jay)H Givan**

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West Boylston (Worcester) MA 01583

**Objective**

Seeking sales/ territory management or marketing role utilizing current and previous B2B sales & marketing experience from diverse fields as business development (consulting), automotive repair (business management software), natural stone (raw material), and commercial sound & video (manufacturing and finished product).

**Skills& Competencies Summary**

Experienced B2B sales and mfg sales representative, developing business relationships, Territory/ Online presence/ Literature marketing and development: Consolidating technical information into efficient and accessible mediums. Product presentation/ Market analysis and trends/ Understanding applicable state and federal law.

**Technical Aptitude**

Within commercial sound industry, knowledge of 70 Volt & 8 Ohm and FM versus IR systems applications. Writing, video editing, and website/ art/ and logo design.   
  
ARRL: FCC licensed by passing exam from pool of questions from mathematical to regulatory such as, but not limited to"radio and electronic fundamentals" and "propagation, fading, radio horizon, wavelength versus penetration, and antenna orientation."

**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.
* Increased national sales for manufacturers by adopting sales & marketing strategy ideas for national campaigns.
* Manufacturer's national newsletter:

"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."

**2025 - : SMS Services -** Arlington Heights**,** Chicago, IL

**Senior Area Manager** Leading business development firm providing clients ($1 - $100M annual revenue) consulting services including, but not limited to, profitability, productivity, cash flow, tax exposure, asset protection, liabilities, and business estate planning.

**2022 -2023: Mitchell1** - San Diego, CA  
**Outside Sales &Marketing Representative** (eastern MA/ metro-west area) in automotive repair industry. 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. Initiated creation of multi-location national account with locations across US and in Canada.

**2019 - 2021, 2024**:(SAV) **Independent Sales** for Boston area television/ internet advertisement firm. Independent contracting, consulting & marketing for various organizations, including logo & artwork creation, website design, and content development.

**2017 - 2018: Argo Stone** - New Hyde Park, NY

**Outside Sales& Marketing 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+ qualified accounts.

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

**Manufacturer's Sales Representative**, (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 Representative**, (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**

Writing: (2009 - 2020) Worcester Telegram & Gazette: Budget and news & policy analyst

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

Actor: (2014) Lifetime television movie.