

Terry Chapman, MBA

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Accomplished Management Executive with 30 years of leadership and experience in economics, sales, marketing and business strategies. Dynamic advisor with expertise in operational strategy, cost optimization and coordination among cross-functional teams. Conveys creativity and an entrepreneurial spirit to business and community endeavors.

Executive Strengths:

- Organizational Leadership
- Alliance Building
- Client Relations
- P&L / Budget / Financial Metrics
- Performance Enhancement
- Competitive & Market Analysis
- Change Management
- Program Development
- Sales Strategy / Process

EDUCATION

Master of Business Administration (MBA), Birmingham-Southern College, 1989

Bachelor of Arts in History, Birmingham-Southern College, 1984

PROFESSIONAL EXPERIENCE

Business Electronics Corp. – Birmingham, AL, President / Owner

1993 – 2019

Established and grew a business technology and office equipment organization; founded 1988, purchased by RJ Young in 2019. Introduced IT products and services that enabled professionals to work smarter. Supported multiple, diverse industries across Birmingham metro region. Built and led sales, technical engineering, product maintenance, admin and customer service teams.

Business Growth

Sales Increases

New Market Development

Sales & Marketing

Customer Loyalty

Team Leadership

- Built business from ground up generating \$7-million annual sales revenue; acquired wide-ranging customer base within government, non-profit, manufacturing, real estate, accounting, legal, healthcare, financial services and insurance industries.
- Increased sales year-over-year by leveraging referenceable accounts to build credibility and introducing new products and services in fast-paced, evolving market.
- Opened new markets ahead of competitors, providing technical solutions through product demonstrations, strong guarantees, and referral lead generation.
- Developed highly effective sales and marketing approach for audiences that emphasized personal service, customer education and relationship building.
- Retained customers for decades, achieved high customer satisfaction metrics.
- Hired, trained and supervised team of 44 with an operational budget of \$3M.

HONORS AND DISTINCTIONS

- Achieved 40% Compound Annual Growth Rate 2015-2018 and 25% in Business Electronics Corp.'s core imaging operation within an industry vertical experiencing a 4% annual decline; produced multi-million annual sales revenue
- "Business of the Year", *Birmingham Business Journal*, 25+ Employee Category, 2018
- "Fast Track 30", *Birmingham Business Journal*, Birmingham's Fastest Growing Companies, 2015 – 2018
- Recognized as "Face of Technology", *B-Metro Magazine*, 2017 and 2018
- *Retailer of the Year - Gold Award*, Alabama Retail Association, 2011
- *Community Volunteer of the Year Award*, American Cancer Society Jefferson/Shelby Chapter, 2011 – 2012 & 2010 – 2011
- *National Volunteer of the Year Award*, Business Technology Association, 2008

ADDITIONAL PROFESSIONAL EXPERIENCE

Commercial Lender AmSouth – Birmingham, AL	1988 – 1993
Consultant Chappelle Consulting – Birmingham, AL	1984 – 1988

PROFESSIONAL / COMMUNITY AFFILIATIONS

Business Technology Association	2001 – 2019
<ul style="list-style-type: none"> ■ Board Member, 2001 – 2019 ■ National Board President, 2012 – 2013 ■ Southeast Region Board President, 2008 – 2009 	
Mountain Brook Chamber of Commerce	2005 – Present
<ul style="list-style-type: none"> ■ Past Presidents' Advisory Council ■ Board President, 2013 ■ Member 	
American Cancer Society Jefferson/Shelby County Chapter	2011 – Present
<ul style="list-style-type: none"> ■ Board President ■ Board Member, Volunteer of the Year ■ Ball Gala Chair, 2011 & 2012 	
Exceptional Foundation	2017 – 2019
<ul style="list-style-type: none"> ■ Sponsor, Volunteer, Chili Cookoff Judge 	
Lucille S. Beeson Charitable Trust, Canterbury Granting Team	2016 – 2019
<ul style="list-style-type: none"> ■ Council Member 	
Red Mountain Theatre	2012 – 2014
<ul style="list-style-type: none"> ■ Board Member, Society Member ■ Chair - Men's Committee – 2012 Gala 	
Episcopal Place	2010 – 2015
<ul style="list-style-type: none"> ■ Board President, 2012 & 2013 ■ Bishop's Dinner Gala, Chair ■ Member 	
Camp-Smile-A-Mile	2008 – 2012
<ul style="list-style-type: none"> ■ Board Member, Sponsor ■ Red Nose Ball Gala, Co-Chair 	
Birmingham Business Alliance	
<ul style="list-style-type: none"> ■ Member 	
Homewood Chamber of Commerce, Hoover Chamber of Commerce, The Shelby County Chamber	
<ul style="list-style-type: none"> ■ Member, Sponsor 	