Bryan Casteel

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Strategic thinker with a big picture mindset, exceptional ability to build strategy and drive actions which deliver on goals, and the capacity to energize a team of professionals by creating a resilient and innovative team culture.

BUSINESS LEADERSHIP BACKGROUND

Results-focused Collaborative Effective Management

Output

Description

Constant Forward

Value Results

Value Results

Dynamic Leader Customer Focused Value-Based

Action Oriented Highly Analytical Continuous Improvement

Strategic Thinker Creative Solutions Growth Mindset

Team Builder Trusted Advisor Engaging

Positions Held

- Commercial Director (Paper Converting): Evans Adhesive Corp.
- Corporate Integration Manager: Evans Adhesive Corp.
- Business Manager, Packaging Makers / Tissue & Towell: H.B. Fuller Company
- Northeast Regional Sales Manager: Toptech Systems, Inc.
- Account Manager, Quality Control Automation: Honeywell / Honeywell-Measurex Inc.

Responsibilities

- Sales Team Leadership / Strategic Account Manager Leadership
- Sales Agent and Outside Sales Channel Management
- Corporate Account Management
- RFP Management & Corporate Contract Negotiation
- Product Pricing and Margin Management
- Product Line Reconciliation, Optimization, Formula Alignment with Market Needs
- Application Expertise: Teach Internally and Utilize with Customers Externally
- Data Analysis, Data Collection, and Report Development
- Continuous Improvement Project Management
- ERP Integration and Optimization

Results

- "One of the best managers I have ever had" has been the consistent feedback I have received from my direct reports.
 - My management style is hands-on and focused on employee growth.
 - o Management of high performing to new and/or struggling employees.
 - Clear, honest, direct, and open communication leading to increased employee engagement, performance, and satisfaction.

Successful management of an average annual sales budget of \$13 Million across 17+ years of regional and national account management:

- o 8 Years H.B. Fuller Business Manager \$20 Million Average Annual Budget
- 4 Years Toptech Systems Regional Sales Manager \$3.9 Million Budget
- o 5 Years Honeywell Account Manager \$4 Million Budget

Created New Sales Growth Exceeding \$20 Million:

- Evans Adhesive New Sales > \$1.6 Million
- o H.B. Fuller New Sales > \$10.3 Million
- Toptech Systems New Sales > \$2.9 Million
- Honeywell New Sales > \$5.3 Million

Special Projects Completed Beyond Normal Duties:

- <u>Evans Adhesive</u>: Lead integration of three corporate acquisitions into one "new"
 Evans Adhesive by implementing action plans to address over 40 functional issues across seven operational categories.
- <u>Evans Adhesive</u>: Management and development of a new partnership-based sales channel leading to \$1 Million in new sales within the first 24 months.
- <u>Evans Adhesive</u>: Specification, development, and management of corporate Business Intelligence (BI) Tool used across all corporate functions for invoice-level and PO-level reporting.
- o <u>H.B. Fuller</u>: Management and development of a new partnership-based sales channel leading to \$2 Million in new sales within the first 18 months.
- <u>H.B. Fuller</u>: Development of market-specific application management tools for sales and technical team to manage customer knowledge base.
- <u>H.B. Fuller</u>: Creation and successful implementation of an innovative value-selling approach for a new product launch leading to over \$1 Million in annual sales at competitive customer sites.
- o <u>Toptech Systems</u>: Developed "Value-Selling" system for new product launch
- <u>Toptech Systems</u>: Lead NetSuite CRM+ system setup and optimization for companywide sales department
- Honeywell: Specification and definition of a new, \$4 million, plant-wide raw material process flow management system

Specific Skillsets and Areas of Expertise

People Management

- Knowledge Development
- o Focus Creation and Follow-Through
- Goal Realignment
- Performance Improvement

Project Management

- Continuous Improvement Projects at Customer Sites
- Product Line Rationalization Projects
- Corporate Acquisition Integration

Corporate Customer Management

Sales Cycle Management

- o New Implementation Rollout Management
- Large RFP Management
- Corporate to Plant Priority Alignment

Commercial Data Analysis

- Commercial Pricing & Cost Impact Anal
- Corporate Margin Control
- Customer Reporting

Adhesive Formulas and Application for the following markets/applications:

- o <u>Technology</u>: PVAc, VAE, Dextrin, PVOH, EVA, mPO, APAO
- o Corrugated Box: Litho-Lamination, Single-Faced Lamination, Glued Lap
- o Bulk Bin: Multi-ply lamination, Glued Lap with Hot Melt Assist
- Honeycomb: Core Construction, Panel Lamination
- o Folding Carton: Manufactured Joint, Window, Film Lamination
- o Core Winding (industrial core, lightweight core, composite can)
- o Tissue & Towel: Transfer, Lamination, Tail Tie
- End-of-Line Box Closure with Hot Melt

Industrial Automation and Control

- Quality Measurement and Control Systems
- Distributed Measurement and Control
- Closed-Loop Feedback Control
- Vision-Based Defect Detection

Tools

- Microsoft Excel (Expert Level)
- Microsoft Word, PowerPoint, Teams (Very High Functioning)
- Salesforce, NetSuite, CRM (Very High Functioning)
- SQL-Based ERP (Very High Functioning)
- Artificial Intelligence (Learning)