

JOSEPH BRÁGA

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~NATIONAL SALES & SERVICE DIRECTOR~

Strategic Sales Planning • Capital Equipment Sales • Product Marketing & Management • Market Expansion Technical Sales & Training • Software Specialist • Global Training • B2B Trade Shows • Classroom & Lecture Level Instructor • Credentials Hardware Trainer • Support System Designer

Dynamic results driven leader, sales strategist with over 35 years of demonstrated sales success in revenue and territory growth while providing visionary sales and service leadership in highly competitive markets, solid track record in support, sales and increasing product distribution to growth in market share, tenacious in building new business, securing customer loyalty, and forging strong relationships with external business partners.

Key Strengths and Competencies:

- High Impact Sales Presentations
- Needs Assessment and Product Education
- National Budget / Sales Forecasting
- Highly Self-Motivated Skills Set
- Expert at Teaching Remote/Onsite
- Experienced Team Manager/Director
- High Stakes Negotiations Stagiest
- Tactical Marketing Planning
- Bulldog Sales Attitude
- Specialist in Organizational / Planning
- Highly Skilled Customer Relations
- Professional Trouble-Shooter

~PROFESIONAL EXPERIENCE~

*Engraver's Choice and One-Laser

4/95 – Present

National Sales Director / Chief Technical Officer

Engraver's Choice is a full Customer Support Center, bringing this experience to *OneLaser's* support of North America. Focusing in the laser and engraving/marketing industry and have developed many video course modules for our clients from CorelDRAW to Engravelab. We have upgraded our Lightburn Galvo and CO2 courses to expanded levels. Our teams have also enhanced our product lines to include our legacy Xenotech full support, ONELaser, Boss & LaserMagic USA systems. We carry a full North American team of 9 factory trained technicians and installers, *all American combat veterans*. We do worldwide installations and training as well as virtual PC-2-PC support.

Selected Achievements:

- Developed and installed a lived *technician-based service* and sales linked product center.
- Virtual Demo rooms and PC-2-PC virtual installation programs – raising sales by 42% annually.
- Nationwide hardware and software training seminars both onsite and virtual increasing sales in each region 22-39% and training clients to be their own technicians.
- Developed website-based video marketing strategy – training techs as components of sales.

Boss Laser & SFX Lasers

2012 – Present

Senior National Sales Manager / Technical Master Distributor

Provide marketing, sales and service of advanced graphics software, high-tech engraving equipment, CNC routers, and CO2 & Fiber-Optics lasers. Sales territory of North America and Senior Service Manager for the CONUS territory, training and managing a sales and service team of 11 sales reps. and technicians. Responsible for direct sales and marketing functions, client account management, customer relations, sales, service and training, qualifying leads, scheduling and upkeep of all records and databases, management of sales reps, order fulfillment and tracking, sales quotes, invoicing, managing P&L, budget responsibilities, sales negotiations, installations, training, full B2B tradeshow responsibilities including scheduling, setup, marketing before and after. Implement and adjust various sales plans and programs for data storage products, design and implement all sales & marketing packages, fliers, e-mails, etc. Job-shopping services and running of full production for engraving, signage, parts, mold making, and ad specialty while running a comprehensive technical support staff responsible for training, customer service, and in-depth technical repair and overalls.

Selected Achievements:

- Increased sales nationwide by 30% in the first 12 months, and doubled sales each year thereafter for 5-year cycles.
- Consistently developed strong, sustainable relationships with clients and companies.
- Wrote and maintained full color training manuals and video packages.
With designed software and hardware components factored in the main structure.
- Lightburn/CorelDraw Training Partner and Beta tester, teach classes all over the world with easy-to-follow color manuals that I wrote and keep updated with each version released, aimed at certain industries. R&D development of product lines resulted in minimum of 8-qualifiable patents. National Service Center achieved a 1.1% recall & 93.9% approval rating.

Engraver's Choice, COO -- OMTech, Anaheim, CA.

4/19 – 11/19

Chief Operating Officer-Consultant

Hired to assemble and train a new Laser Operations staff for CO2/Galvo Fiber/Fiber Cutters manufacturing for global distribution. Sales, tech support and product assembly, logistics operations, employee relations, and management structure were within my control responsibilities, which included industrial *Laser Cleaners/ Welders*. Once over 100 goals including major R&D projects were completed, I trained my relief and advanced to a major consulting role.

Bee 3 Sign Systems, Lake Forest, CA

9/93 – 3/96

National Service Manager

Technical service, training, and support for computerized engraving/sign equipment - service and repair engraving equipment, including upgrading and overhaul of engravers, routers, lasers, computers, and related software. Setup and implementation of nationwide service program, duties include heavy sales support, tradeshow setup and onsite training seminars for technical software and support, surpassing each quarterly and yearly goal resulting in 30% increase in service revenue for Vision engraving systems.

Dahlgren Control Systems, Lake Forest, CA

6/91 – 9/93

Regional Service Manager

Technical support, training, and service for advanced computerized marking equipment. Service and sales of computerized engraving equipment and related software, ran this independent satellite office in SoCal covering California, Nevada, Hawaii, Utah, and Arizona and most of the southwest states. Developed national service contract and QA program; that was implemented nationwide. Duties included heavy scheduling, ordering, traveling, trade-show support, sales, installing, and upgrading computerized engravers and computers, and vast business consulting within the industry.

Toshiba America, Irvine, CA

5/90 – 6/91

Senior Production Supervisor

Plain Paper copier division, supervises 65 employees, responsible for total training and engineering troubleshooting, in charge of Quality Circle Programs, improved total productivity to 93.3%, and developed Visual Workshop systems.

Canon Business Machines, Inc., Costa Mesa, CA

5/89 – 5/90

Production Supervisor

Assemble of Electronic Typewriters, Printers Thermal/Inkjet and Fax machine, responsible for supervision of 3 production lines, 90 employees built all lines and trained crews from the ground up, headed all training programs, trained heavily in Japan.

United States Navy, Long Beach, CA

6/87 – 6/05

Communications Watch Officer

Assigned to the USS Missouri (while in the Persian Gulf), received the Expeditionary Medal, Assigned to Military Police duty as a supervisor. Received five Honorable Discharges, remained on fleet reserve duty (2005) collaborating with DIA as a naval tech package with ReCon in the field.

EDUCATION AND CREDENTIALS

Bachelor of Science (BS) • Associates of Behavioral Science (AA) •
Minors in Sociology, Psychology and Natural Science/Mathematics from Lewis Clark
State College, Lewiston, Idaho • Massive Naval Communications and Leadership
Schools (TS-SCI) • 9 – Major Manufacturers Technical Schools • Military Police
Academy • Licensed Insurance Agent – CA, Life & Health, Property & Casualty

Professional Developments:

Certified Instructor, Adult Education - State of California
Advanced CorelDraw Instructor, P&C/Life & Health Agent 0G66438
Combat Veteran (DAV), Lightburn Developer, KEYper Systems, Factory trained on
most business machines, lasers engravers, CNC routers and PC operations, Trained
in Japan on TPM, TQC, Poka-Yoke, Toyota Production Systems, ISO, and Visual
Workshops, Interpersonal Communications seminars, Quality Circle Training course
(Advisory Level) Advanced Kanban, APEX/JIT classes, CRM & Automation, B2B
Integration & EDI, LMS & CBM Expert, Andragogy & SME, Trained ER Nurse