

KEITH SALCHENBERGER

Maple Ridge, BC | (H) 604-463-3887 | (C) 604-341-0306 | salchenberger@telus.net

Professional Summary

True Entrepreneur and sales professional, successful in relationship and team building. Motivates and develops sales teams to exceed sales goals. Results-oriented, excelling in identifying customer needs and providing solutions.

Skills and Accomplishments

- Self-motivated, goal-orientated
- Strategic account development
- Analytical problem solver
- Successfully managed \$4M in inventory to meet customers needs
- Managed teams of 20 staff
- P&L responsibility for \$30M in sales
- Technical background in Industrial Automation
- Grew Baldor's VFD and Servo sales to become largest territory in N.A.
- Strategic planning, monthly sales forecasting and annual budgeting
- Empowers high-performing sales teams to meet sales goals
- Managed ERP transition to Baldor SAP, labeled best in the country by management, minimized impact on customers.
- Increased annual sales and EBITA each year for 5 years and maintained 60% market share
- Extensive network of contacts

Work History

District Manager 09/2014 to 01/2017

Baldor Electric Canada Co. – Port Coquitlam, BC

Assisted Baldor with the transition to ownership of Canadian Electro Drives (2009) Ltd. Trained Baldor's upper management on business practices, market pricing, key customers, inventory requirements, and new product requirements. Maintained and developed relationships with key accounts (Distributors, Original Equipment Manufacturers (OEM) and End Users).

Responsible for the top accounts from a sales perspective (new product growth, technical assistance, customer service, and pricing). Assigned product specific growth targets and an overall budget figure to each outside salesperson. Enforced productivity of entire sales staff via development, guidance and support.

President/Baldor District Manager 11/2009 to 09/2014

Canadian Electro Drives (2009) Ltd – Port Coquitlam, BC

Purchased the assets of Canadian Electro Drives (1982) Ltd. in November 2009 and started Canadian Electro Drives (2009) Ltd. Sales at this time were approximately \$18M with 20 employees.

District Manager responsibilities as outlined above, along with:

Managed the business finances, expenses, human resources, US currency hedging with banks and maintained a healthy cash flow. Ensured our staff was adequately trained to meet our customer's needs and provided training where necessary.

Implemented the following:

- Changes to employee compensation and bonus structure that vastly improved employee satisfaction and morale.
- Target setting and sales person budgets to create accountability and reviewed quarterly.
- Revised territories to improve sales coverage.
- Warranty/RMA structure to ensure we recovered warranty costs from the various manufacturers. Recovered over \$250K+/yr in lost revenue.
- Worked with the controller to revise financial reports to better summarize sales figures, inventory level, order backlog, account balances, etc.

Technical Sales

06/1994 to 10/2009

Canadian Electro Drives (1982) Ltd. – Port Coquitlam

Responsible for growing the technical sales of the Baldor product offering and managing key Original Equipment Manufacturers (OEM) needs. Performed onsite start-ups/technical support with various Integrators/Building Contractors throughout BC to interface with the existing building automation to various programmable logic controllers, etc.

Secured many high profile OEMs with our servo products and assisted one with product development for a system that is currently on Boeing's shop floor.

Education and Training

Robotics and Automation Diploma:

British Columbia Institute of Technology - Burnaby, BC

Various Product Training Classes: Variable Frequency Drives, Servo and Motion, Large AC Motors.
Baldor University - Ft. Smith, AR

ABB Code of Ethics Training: Ethics training conducted twice per year.

ABB University - Online

Certificate: SVOP (Small Vessel Operators Proficiency), MED3 (Marine Emergency Duties), ROC-M (Marine VHF Radio Certification)

Transport Canada - Burnaby, BC

Hobbies

- Avid boater and saltwater fisherman
- Enjoy dirt biking, golfing, and snow skiing