

Richard A. Chapman

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Global sales management, general management, and business management experience in both closely held private and multi-national public owned businesses

Passionate leader in development and implementation of business growth, engineering excellence, manufacturing processes, and sales processes. Balanced experience globally for both private and publicly traded businesses.

Career Accomplishments

Bently Nevada Corporation – 28 years

- Grew sales beginning with the U.S., expanding to North America, the Americas and S.E. Asia. CAGR over a 10 year period of 11%.
- Global Sales Leader – 21 years.
- Started up business in Saudi Arabia. Sole source supplier to Saudi ARAMCO
- Started up two service businesses in Italy and Norway.
- Taught Miller Heiman's Strategic Selling® to over 250 sales professionals since 1991.
- Became General Manager and lead Bently Nevada through several consolidation and investment initiatives in manufacturing, engineering and sales.
- Corporate Officer for 4 years and member of board of directors for Bently Nevada Corp.
- Critical member of the management team for the sale of BNC to GE in 2001.

General Electric Optimization and Control division – 7 years

- Bently Nevada (Bently Nevada LLC) product line business leader – 3 ½ years
- GEOC Global Sales leader – 3 ½ years
- Grew sales and revenues over 7 year period at 17% CAGR
- Successfully sold M-H Strategic Selling® and LAMP® in to GE Infrastructure global training Passport program.
- Developed and implemented global team selling tracking and documentation tool that integrates to handheld personal communication tools and provides tracking of best actions from blue sheets.
- Developed and lead a team of 10 global sales leaders strategically positioned in 6 countries developing a pipeline of 25% CAGR growth opportunities over the next 4 years. 85% hit rate on orders achieved to forecast for past 3 years.
- All opportunities are positioned for premium price and more than half are in sole source sales positions by successfully developing and implementing numerous blue sheet sales strategies.
- The most passionate team of 3 at GEOC certified to teach Strategic Selling®. Have personally taught over 50 students globally at GE.