

Jerry Worthing

グローバルマーケット開発
Increasing export sales
for **Your Technology**

PROFILE

More than 10 years enduring success responsible for worldwide market growth and sales of industrial and commercial equipment. Export business qualifications in Asia and at Linz University with honours graduation. Certified mechanical engineer with IT & electro technical experience.

Globally adept Briton successful in Austria for over three decades, perfect German/English, communicative Japanese. Proven as a creative force for increased sales and margins through profitable growth of export markets, stronger branding, longer-lasting customer relationships and effective internal communication. Availability for travel as required.

ACHIEVEMENTS

- Established overseas markets, growing them to 20% of total orders within 3 years. Recruited, qualified and intensively supported sales and distribution partners. Trained local engineers to solve customer problems.
- Increased revenue by up to 45% in already well established export markets while reducing overhead costs by consistently implementing marketing strategies.
- Developed product improvements and introduced new lines in response to customer demand, which generated additional orders of €1M annually.
- Introduced transparent, cost related pricing and payment policies that reduced barter by 80%, stabilised margins and enabled sales agents to autonomously process inquiries.
- Achieved enhanced brand recognition and received international acclaim for totally re-authored company marketing information (30 brochure variations in up to 6 languages, website, merchandise).

Jerry WORTHING

Website: <http://jworthing.vze.com>
eMail: http://xinbox.com/enquiry_jworthing

EXPERIENCE

2008 – now **International Sales Manager, Leading manufacturer of heavy sawing, milling and railway maintenance machines with 98% exports worldwide.** Won tender in Middle East, further machine sales, total value €10M. Statement CEO: *"This result would not have been achieved without you"*

2005 – 2008 **Business Region Manager, Hawle Armaturenwerke**
Major international valve manufacturer. Responsible for up to €22M annual turnover in the Commonwealth and northern Europe. Successful implementation of growth and customer loyalty strategies, which resulted in 100% enduring turnover and margin gains over several years. Improved the management of markets by creating and launching the Sales Information Database.

2003 – 2005 **Export Management Immersion Programmes in Japan, ETPJ, H RTP**
Full time scholarships from the European Union in Tokyo. 18 + 1 months of Japanese company internships, business lectures, visits & language training. Selected for ETPJ against 500 other candidates for top executive qualities, drive, stamina & determination.

1998 – 2004 **International Sales & Marketing Manager, Ecotherm Austria**
(consultative 2003 - 2005) **Manufacturer of commercial & industrial heat transfer products in stainless steel.** Established export sales from inception through to successful operation, set-up and trained agents that profitably sold high capacity water heaters & coolers to hospitals & hotels in numerous Middle East and European countries. Created product brand, produced brochures and website. Acclaimed by Arabian and German agents: *"The first class prompt and reliable support makes selling your products more worthwhile"*.

<u>1974 – 1998</u> IT manager deputy – VAM Voest-Alpine Montage , Austria.	1980 - 1998
Precision Mechanical Engineer – Minitek (BIC) , Vienna.	1979 - 1980
Machine Tool Software Engineer – Olivetti , Vienna.	1978 - 1979
Graduate Mechanical Engineer – Pitney-Bowes , England.	1974 - 1977

QUALIFICATIONS

1997 - 1998 Export & International Marketing Diploma, commendation, Linz University, Austria.

1991 Professional status **Eur.Ing.**,
Fédération Européenne d'Associations Nationales d'Ingénieurs, Paris.

1982 - 2002 'Gewerbeschein' business licence for IT-services, Austria.

1981 Professional status **C.Eng.** Chartered Engineer,
British Engineering Council, London.

1980 Professional status **M.I.Mech.E.**,
Member of the Institution of Mechanical Engineers, London.

1976 - 1977 Diploma Management Studies pt.1, Harlow, England.

1972 - 1976 **B.Sc.**, Bachelor of Science, Mechanical Engineering,
Council for National Academic Awards, Portsmouth, England


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