

TIMOTHY DANIEL CHATFIELD

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QUALIFICATIONS PROFILE

Highly talented, customer-centric, and dynamic professional, powered with broad-based years of experience in machine sales, rentals, product support, and strategic business development. Possess a stellar reputation in utilizing out-of-the-box techniques in building brand awareness, developing new strategies, and promoting favorable company's image to exceed targeted goals. Show competency in delivering presentations, negotiating contracts, and generating sales leads. Exemplify proven ability to multitask in a fast-paced environment with dedication to superior service. Leverage outstanding communication talents necessary in establishing long-term quality customer relationships by providing innovative marketing solutions to ensure total satisfaction.

KEY STRENGTHS

- *Account Management and Retention*
- *Leadership, Training, and Team Building*
- *Competitive Market Analysis and Research*
- *Budget Control and ROI Analysis*
- *State budget planning/forecasting, Cat Rental Store*
- *Equipment acquisition*
- *Strategic Sales Action Plans*
- *Logo Design and Brand Awareness*
- *Social Media Tools and Techniques*
- *Problem Resolution and Decision-Making*
- *P&L statement management*
- *Expense control*

PROFESSIONAL EXPERIENCE

- Crane Tech LLC./Generator Power Systems, Honolulu, HI

General Manager

Sept 2019-Present

Responsible for all aspects of the crane and generator Sales, Service and repair business on the state level for our veteran owned small business.

- HAWTHORNE CAT, WAIPAHU, HI

RENTAL SALES MANAGER

JAN 2016-SEPT 2019

Responsible for all aspects of the rental business on the state level for the Caterpillar dealership. Coached and counseled 29 individuals across six Branch locations, 19 of these were direct reports. (5 islands) including salaried commission sales, hourly non-exempt and union technicians and drivers. Have been spearheading a culture change to remove the inner departmental challenges that were in place, to work in a mutually beneficial way to ensure financial goals were met. Met on regular basis with corporate rental manager to ensure fleet barometer was in line and would roll out underperforming units. Developed strategies and set pricing with machine sales manager to continuously have pipeline of used and rental fleet machines to sell. Maintained monthly sales pro to ensure accountability for the rental sales force. Implemented a stretch and flex program and mandatory glove policy for the technicians to help reduce risk for injuries. Maintained the rental Continuous Improvement board.

Notable Achievements:

- ☞ *Achieved corporate goals for rental pad and financial utilization targets by managing a 50m rental fleet*
- ☞ *Successfully implemented Intergraded Rental Solution to replace DBS*
- ☞ *Achieved corporate goals for 2016,2017,2018 and on track for 2019 customer satisfaction surveys*
- ☞ *Achieved corporate Safety metrics by developing a safety culture and implementing the Big Three strategy*

- ANDERSON EQUIPMENT COMPANY, SYRACUSE, NY

EQUIPMENT SPECIALIST

JAN 2015-NOV 2015

- ☞ *Fulfill expanded duties relevant to new business development, customer service, sales, marketing, and advertising*
- ☞ *Demonstrate proficiency in utilizing the "web apps" customer facing CRM software on an iPad*

- S2W CONTRACTING LLC, TUNKHANNOCK, PA

BUSINESS DEVELOPMENT

APR 2014-OCT 2014

Spearheaded and mentored 14mechanics in collaboration with the master mechanic and owner. Determined staffing requirements: recruited and helped in the hiring process at local high schools and tech colleges. Facilitated training to the master mechanic on SIS web, as well as parts procurement personnel on sis web, parts store, basic engine knowledge, and undercarriage works and wears. Served as an active contributor in daily business decisions regarding

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job planning and execution, as well as strategic planning to achieve significant growth in the business. Actively addressed bill disputes and negotiated work schedules with a vast array of companies. Collaborated with market professional to design a fresh new trifold hand out that was used as primary marketing tool for cold calls and business development.

Notable Achievements:

- ☞ Drove all efforts to expand market share in different regions and states
- ☞ Played a vital role in securing a total maintenance and repair contract with one customer valued at more than \$2M
- ☞ Provided expert oversight in all aspects of the sales process from cold calls to business development approximate sales totaled to \$5M in 6 months
- ☞ Orchestrated two all-inclusive customer fishing trips to Ocean city Maryland,
- ☞ Overall champions in the United Way BBQ challenge that generated \$200K funds
- ☞ Earned distinction for bidding the first Solar Titan 250 Turbine and compressor frame to be installed in US

■ MILTON CAT, SYRACUSE, NY

PRODUCT SUPPORT MACHINES, MACHINE SALES, PRODUCT SUPPORT OIL AND GAS

JAN 2004–APR 2014

Functioned as the liaison between the customer and the dealership as well as the manufacturer. Held accountable for meeting and exceeding forecasts, and focusing sales efforts where the dealer ship needed to make up market share. Built and cultivated long-term quality relationships with customers by delivering informative sales presentations regarding houses that suit their diverse needs. Regularly interfaced with marketing manager to submit customer testimonials, pictures, job site studies, job site tours etc. for our different publications throughout the year, "great values flyers or specific focus blasts.

Notable Achievements:

- ☞ Maintained frequent interaction with the manager to grow territory from \$2.2M to more than \$8M
- ☞ Gained commendation for following up with and quantifying hundreds of leads generated by trade shows and phone calls to local branches
- ☞ Received recognition for selling the following:
 - *the 1st'2007, 2nd'2008, and 4th'2010 Caterpillar certified rebuild in the world on a R1700G below ground mining machine*
 - *the first and single largest engine transaction (G3616 natural gas) in Milton Cats history for \$1.7M in 2014*
 - *the single largest undercarriage package in Milton Cat's history for \$1.1M to US pipeline in 2008*
- ☞ Positioned #1 in the following through demonstration of exemplary performance, dedication, and efficiency
 - *2008 used parts volume \$200K*
 - *2008 work tools contest three month blast \$131K*
 - *2008 Aftermarket undercarriage \$110K*
 - *2008 overall parts sales \$5.2M*
 - *2008 overall labor sales \$3.1M*
 - *2006 for ground engaging tool sales \$250K*

■ SYRACUSE SUPPLY COMPANY, SYRACUSE, NY

WAREHOUSE AND PARTS COUNTER PERSONNEL

JUN 2000–JAN 2004

Assumed nightly warehouse duties with no supervision. Fostered positive working relationships with customers to ensure their utmost satisfaction.

Notable Achievements:

- ☞ Initiated the development of a hose rebuild center that allowed the company to increase revenues by providing superior customer service and speed and quality of hydraulic hose rebuilding
- ☞ Rose from rank and promoted to parts counter back up position within a year by exemplifying high degree of personal performance and dedication

EDUCATION

BACHELOR OF ARTS IN POLITICAL SCIENCE, *Minor in Marketing and Business:*

- State university of New York at Potsdam, Potsdam, NY
- Treasurer, Prometheus Fraternity*

PROFESSIONAL TRAINING

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Dale Wilson: The Counselor Salesperson, Baltimore, MD
System one rollout with Caterpillar, Hartford, CT
Don Buttrey: The Four Pillars, Habit of Selling, Habit of Negotiation, Territory Management in Massachusetts and New York
Caterpillar Corinth Mississippi Core Training Course Four (4 days)
Caterpillar Masters Training, Peoria, IL
Caterpillar Oil and Gas Product Support Training, Tucson, AZ
Frac Sand and Logistics Conference, Houston, TX
Dug East Oil and Gas Conference in Pittsburgh, PA
Eastern Gas Roundtable Conference in Pittsburgh, PA
Caterpillar Clayton North Carolina Compact Construction Equipment Training
Parts Pro Caterpillar | Engine Pro Caterpillar | Machine Pro Caterpillar | Electric Pro Caterpillar
Completed several modules at Caterpillar University
Komatsu "Face Off" Training, Cartersville, GA
Caterpillar Flagship graduate, CA,WA,AZ
Drivers Class D License

COMMUNITY INVOLVEMENT

Chairman of the ZBA, Tully New York | Arise Ski/Ride | Master Mason New York| Wahiawa, HI community garden board member| Sustainable coastlines Honolulu, HI

TECHNICAL PROFICIENCY

Microsoft Office Suite: Word, Excel, PowerPoint, Outlook | Web Apps | DBS | CRM | IRS| Can Am| Dodge data| Tableau Foundry 26| Web Extender | E-signature |Windows and Macintosh Operating System|Vista SM