

Craig R. O'Neill

Dallas, TX

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QUALIFICATIONS

- High profile business development, sales management, leadership and relationship management, and project management processes.
- Expertise in international and domestic utility, manufacturing, oil and gas, renewable energy markets and systems.
- Successful in leading teams for planning, organizing and executing projects of varying complexity and delivering them within specified timeframes and budgets.
- Competitive, flexible, and resourceful professional with strong business acumen, executive presence, networking, presentations and communication skills.

PROFESSIONAL EXPERIENCE

Senior Business Development Manager, FLIR SYSTEMS, INC., Wilsonville, OR 01/17-Present
Strategic management between customers and many cross functional aspects of the FLIR Instruments division including sales, marketing and product management to ensure alignment with the oil and gas industry needs.

- Global responsibility for the business development of the optical gas imaging line of business.
- Managed internal cross functional collaboration with many vertically integrated departments.
- Team lead for oil and gas industry market strategy.
- Researched, developed and executed strategies for market penetration on new and existing markets.
- Developed and implemented sales channel strategy for the Instruments division.
- Organized and executed marketing initiatives in a variety of markets.
- Managed development and global launch of products in the optical gas imaging line of business.
- Explored and purposed M&A and MSI candidates for the Instruments division in the oil and gas industry.

Senior District Sales Manager, FLIR SYSTEMS, INC., Dallas, TX 05/02-12/16
Consultative sales and distribution management of thermal and optical imaging cameras, test instruments, software and training services in a variety of markets including industrial, building, utility, IT, oil and gas, life sciences and R&D for a multi-state and international territory.

- Train and develop newly hired District Sales Managers on selling tactics in the Infrared industry.
- Manage Territory Sales Representatives on customer relationships, marketing strategy and distribution development for our Test and Measurement product line.
- Oversee large national accounts with emphasis on negotiating high volume selling opportunities.
- Established and developed a multi-organization distribution network to focus on lower cost unit sales, allowing more focus on higher dollar opportunities.
- Initiated, signed and trained national distribution partners for our thermal camera and Test and Measurement markets.
- Develop marketing material, presentations and competitive sales data for the FLIR Test Instruments organization.
- Ran two of the largest US territories concurrently meeting sales goals in both.
- Average 25% gross dollar growth annually for the first 12 plus years with the organization.
- Resurrected a struggling territory by diversifying sales into multiple markets with a broad range of products to an expanding customer base.
- Recognized as a Top Performer for FLIR annually

Regional Sales Representative, HYDRADYNE HYDRAULICS, Arlington, TX 12/98-04/02

Sales representative position selling numerous lines of hydraulic and pneumatic products, services, and technologies which included the design and implementation of specialized hydraulic power units and test stands.

- Ascertained prospective client's needs and designed Fluid Power equipment accordingly.
- Developed new business through cold calls and prospecting while maintaining exceptional relationships with existing customers.
- Sold to various levels and departments within OEM organizations.
- Became the youngest salesperson to qualify for the Hydradyne Hydraulics President's Club.

EDUCATION

Bachelor of Science (BS) Industrial Distribution, TEXAS A&M UNIVERSITY, College Station, TX