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OBJECTIVE:

My objective is to align myself with a company poised for growth over the next several years. A company where my abilities in business development, sales, marketing, management, public relations and client care can be utilized to provide solutions to today's complex business challenges.

EXECUTIVE PROFILE:

Through the development, management and execution of several strategic sales & marketing efforts I have provided long-term solutions to business development challenges for many diverse scenarios. In addition, a focus on relationship building, management, internal & external marketing strategies, sales mentorship, prospecting programs & customer relations management these systems will continue to produce sales and client growth.

Key Skillsets in Sales / Marketing / Management / Client Care:

- Over-all business development, sales & marketing management.
- Sales territory management. Specifically in B2B.
- Key / Corporate account attainment and management.
- Account retention & maximization strategies. Creating & Implementing CRM / client services.
- Company & Product branding.
- Budget & ROI management.
- Outside sales team recruitment, training & management.
- Monitoring and attainment of new technologies required to remain competitive.
- Internal & external education strategies.
- ALL aspects of advertising, event planning, PR and direct mail.
- Development & execution of over-all digital footprint.

PROFESSIONAL MEMBERSHIP:

- V.P. Volunteer center.
- Active Rotarian for 3 years.
- Committee member for local Chamber.
- B2B Alliance. Founder.
- Several on-line sales, marketing and management "communities".
- Former member of Mohawk Valley Business Brokers Group.

PROFESSIONAL EXPERIENCE:

Gardali Advanced Restorative & ImplantONE

Director of Business Development

2014-Current

As the DOBD my objectives are ever changing based on industry shifts and market opportunities. My position has also required me to facilitate change & improvements in several areas that could be inaccurately perceived as NOT being part of business development. The most daunting task is being able to work on the horizon or the unknown. 45% of the Dental laboratories that existed in 2008 are now GONE. It is my job to make certain we are in position to remain relevant, viable and profitable in even the most tumultuous business climates.

- Perform extensive analysis of both the internal and external situation. Reengineered pricing to improve GP 12%
- Bi-Annual SWOT analytics.
- Create written business development strategy and business model.
- Maintain strong relationships with current Doctors that utilize us for their restorative solutions. Improved retention to 79%
- Prospect (cold call) and develop relationships with the NON-customers, then develop strategy to gain their business. Attained 22% growth in NEW accounts.
- Develop USP's to gain NEW business. Specifically for profitable restorations.
- Analyze, develop and execute referral based marketing objectives.
- Maintain our business model objectives/standards. (We negotiate value NOT price.)
- Present to perspective Doctors and active Doctors for both small and large practices.
- Attend and maximize all education, study group and district events. Trade show/networking.
- Develop in-house education programs for Doctors to attend and gain CE credits.
- Develop tactics and strategies to maximize & inoculate our active accounts.
- Create from start to finish ALL printed material such as catalogs, letters and sell pieces.
- R&D of New materials and share results with Doctors.
- Provide training solutions for our technicians.
- Negotiate pricing and joint marketing efforts with our vendors.
- Develop and manage ALL digital media.
- Manage and "save" or regain Dental practices that have had a poor experience with our laboratory.
- Develop and foster the "Doctor Experience".
- Develop our NexGen3.0 division and digital workflow solutions.
- Build our invoicing platform to meet Doctor requirements, simplify case entry and billing while meeting our reporting desires.
- Help Doctors case plan and better understand treatment options.
- Create and maintain strategic alliances with vendors that interact with the Dental community directly.
- Massage capacity / workflow / sales volume dynamics.
- HR

Albensi Dental Laboratory

Northeast Key Account Manager

2013-2014

As a sales territory manager my objectives were clear. Develop and manage current accounts while greatly expanding the territory sales through a dynamic sales process. Through desktop marketing tactics and effectively maneuvering through the Dental Sales process I was able to expand the footprint sales by 6X's. There are several components, skills and attributes of a successful territory sales manager.

- Ability to effectively / efficiently manage a territory from a geographical standpoint.(Northeast)
 - Uncover and master sales demographic target.
 - Responsible for understanding and communicating the technical aspect of Dental laboratory restorations including however, NOT limited to processes and materials.
 - Develop an understanding of today's dental practice and Doctor to better prospect, sell and serve.
 - Have a deep understanding of each restorations place in the dental practice.
 - Understand and communicate today's most complex Dental restoration related technology i.e. CAD/Cam, CBCT.
 - Prospecting techniques and execution that lead us to the desired perspective account.
 - Understanding Dental insurance and how it impacts the dental practice AND the lab.
 - Positioning myself as the expert in the field. i.e. all-ceramic , high-end, Implants & managed care.
 - Master the arts of prospecting, the sales process, presenting, follow-through and client care specific to Dental.
 - Act as a practice advocate and liaison to Dental lab.
 - Create and maintain strategic alliances with other dental related vendors.
 - Understand and assist in Dental practice marketing efforts.
 - Uncover NEW markets.
 - Convey specific competitive advantages.
 - Maintain TRUST with each Doctor.
 - DRIVE SALES through NEW business and account development while inoculating active accounts.
- Reason for departure: DOBD position became available with Gardali.

Biogenic Dental Corporation • Utica, NY

Director of Marketing & Business Development

2004 to 2013

As part of the Biogenic management team my responsibilities were diverse and extensive. My unique experience with both large and small organizations in several aspects of sales, marketing & management allow me to bring a tremendous amount of versatility to the team. Results matter.

Below is a bullet list of objectives, tasks and strategies performed.

- Responsible for initial company analysis and on-going **S.W.O.T. analysis**.
- Create, develop and implement immediate, two (2) year and five (5) year marketing plan based on company, market and industry analysis. Resulting in steady growth including a **\$400K increase in 2008**.
- Create ALL marketing pieces inclusive of trade ads, direct mailers, full color catalogs, mini-catalogs, case / stmt. Stuffers, letters, E.Broadcasts, sales team literature and website.
- Responsible for positioning Biogenic to "win" under harsh economic conditions.
- Create and marking outsource opportunities to ally laboratories.
- Create and market outsource laboratory for low-fee work / Medicaid practice solutions.
- Develop dental laboratory specific / extensive CRM of over 55K contacts.
- Maintain constant communication with active accounts through various tools.
- Monitor industry trends and position Biogenic to capitalize on opportunities and avoid threats.
- Creating pricing / product offerings strategies to maximize profits and capacity based on accurate forecasting.

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- Development of CAD/CAM and Implant divisions from a marketing standpoint.
- Increasing **Captek sales over 400%** with zero cannibalism of current PFM business.
- Establishing and marketing CEREC & iTero solutions.
- Track, monitor and report the following:
 - NEW accounts, Retention, Declining accounts, Lost accounts & Account Maximization.
- Prospecting, presenting, closing and managing large corporate accounts.
- Played intricate role in maintaining and growing NYS corrections account.
- Directly responsible for over **\$1.5M annually in New, regained and maximized sales.**
- Creation and implementation of retention & win-back programs resulting in a **12% increase in retention.**
- Responsible for NEW technologies and the facilitation of in-lab training / education including CAD/CAM.
- Create and implement Doctor marketing programs to drive dental practice.
- Responsible to create / attend all trade, study group, Biogenic specific and district events.
- Create, train, manage and direct outside sales team.
- Directly sell to targeted KEY prospects based on potential.
- Create and report ROI for marketing efforts.
- Create and distribute B.I.C.S. Biogenic Information Capture System allowing Biogenic to cultivate, understand and utilize Doctor Preferences. Reducing remakes while improving over-all Doctor Satisfaction.
- Establish key alliances with vendors. Producing on-going education and over **\$30K in support funding.**
- Establish and utilize Biogenic as a CE credit provider.
- Create and report Bi-annual marketing / sales performance AND forecast.

Reason for departure: Company was rumored for sale.

Cornerstone Telephone Company • 2002 to 2004

Business Communications Consultant / Territory Sales

Reason for departure: Marketing opportunity with Biogenic presented itself.

Verizon wireless • Utica, New York • 2001 to 2002

Manager of Sales

As sales manager my responsibilities were to increase client base, average dollar per client and overall sales. Through several strategies and techniques my team and I produced results of a 42% increase year over year. In addition our customer retention doubled and our in-house location ran far more smoothly than ever. Some of the strategies you will find below: Reason for departure: Division I managed was sold.

Beauty Systems Group (Previously Kayser Beauty) • 1993 to 2001

Sales Consultant

In this position my main objective was to develop my sales territory consisting of beauty salons into a viable, profitable territory. I achieved a **250% increase over the 6 years** there. I also geographically decreased my territory by 45 mile radius and refined 125 accounts that I turned over to new salespeople to develop consistently owned market share in both retail and chemical service dollars within my territory.

Reason for departure: Kayser sold interests to BSG.