CRAIG FACZAN

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PUBLISHED ARTICLES AND WORK

CAREER PROFILE

I am a results-driven, self-motivated, senior strategic sales executive with 28 years helping companies resolve complex interdepartmental document technology challenges to dramatically impact the bottom line. I am an expert in finding and qualifying leads, prospecting, managing pipelines, and working with Fortune 500 CXOs and regional and national accounts.

CAREER HIGHLIGHTS

- Managed Print sales expert for >28 years
- Exceeded quotas as high as 256%
- Executive for a $400MM company (MSE)
- Multiple published articles in international magazines
- Managed teams producing >$16MM annual revenue
- Promoted twice for excellence
- Successful management of multistate territories
- Worked with almost every major Copier OEM

WORK EXPERIENCE

GSBC360 **2006 – CURRENT**
FOUNDER/PRESIDENT **REMOTE**

- Independent sales/marketing & consulting professional for multiple companies
- Held multiple interim executive positions for Thermal-Aid, CalToner, Liberty TonerServ and Caliber Technologies and Benjilock - with Sharktank product October 2017
- Orchestrated 2 M&As valued at $1.2MM and $700K
- 2024 Advisory Board Member for: Gramener, Ink Lites, Cogent Infotech Corp., NIYA Wellbeing Solutions, Parentfile, Innov8law and ITML Institute
- Manage the 2nd largest “toner” group on LinkedIn - over 1,260 active members

UBEO **2022 –2023**
STRATEGIC ACCOUNTS SPECIALIST **REMOTE**

- 2022 160% against quota in November

DOCUPRODUCTS **2022 –2022**
SENIOR ACCOUNT EXECUTIVE AND MPS EXPERT **REMOTE**

- Introduced and effectively sold 2 new product lines adding over $490,000 in annual revenue
- 2022 174% against quota
- 2022 Presidents Club
- 2022 Canon Pinnacle Gold Certificate Status

ITNH **2019 –2020**
WESTERN STRATEGIC SALES MANAGER **REMOTE**

- Q4 2019 #1 sales representative
- 256% against quota lifetime
- Territory covered 7 states in the western region
- Laid off due to coronavirus

SOCAL OFFICE TECHNOLOGIES **2014 – 2017**
DIRECTOR OF MANAGED PRINT SERVICES **CYPRESS, CA**
- 2015 101% against quota
- 2016 109% against quota
- Managed a team of 5 specialists supporting over 50 account executives

STRATEGIC ACCOUNT MANAGER ***(PROMOTED)***
- Exceeded monthly quota multiple months
- 2014 President's Club
- 2014 Corporate Demo Competition Winner

MICRO SOLUTIONS ENTERPRISES (MSE) **2008 - 2010**
GLOBAL MARKETING MANAGER AND COPIER DEALER MPS TRAINER **CHATSWORTH, CA**
- Led global brand management, marketing, and PR for a $500MM, INC 5000 company
- Launched channel: seminars, corporate videos, MPS sales training & sales collateral
- Lead strategist on international tradeshows exceeding $150K annual budgets
- Intimately involved with all Tier 1 accounts including multiple OEMs
- Published multiple international industry articles and presented at multiple conferences

INTERNATIONAL LASER GROUP (ILG) **2006 - 2008**
MARKETING MANAGER/SALES DIRECTOR **WOODLAND HILLS, CA**
- Responsible for sales management and marketing for a $40MM company
- 2007 Exceeded sales quota by 119%
- Managed 16 employees and improved new account acquisitions by 19%

MICRO SOLUTIONS ENTERPRISES (MSE)
US MARKETING MANAGER AND VAR/CHANNEL PARTNER PROGRAM MANAGER **2004-2006**
- Responsible for corporate marketing, corporate communications, and dealer MPS training **VAN NUYS, CA**
- Enhanced previously designed channel program I created in 2002

EAST COAST SALES AND MARKETING MANAGER ***(PROMOTED)***
- Launched east coast location producing from $0 to $11MM in two years covering 22 states **2001-2004**
- 2002, 2003 & 2004 created award-winning Channel Program for VAR Business Magazine **EXTON, PA**
- 2002 Outstanding Achievement Award

MARKSONPAPER, INC **2000 - 2001**
PRESIDENT/FOUNDER **MISHAWAKA, IN**
- Implemented new startup business resulting in $1MM sales in the first 13 months with early MPS programs
- Managed staff of seven including accounting, sales, and service departments

EDUCATION
- Bachelor of Science Juniata College – Environmental Science with emphasis on Engineering
- 2 internships and research were published in the Indiana Academy of Science.

ONGOING EDUCATION AND CERTIFICATES

- Ken Blanchard Situational Leadership
- Xerox Leadership Development Program
- 2-Day Managed Print Training, Parts Now
- Criticism and Discipline Skills for Managers
- 3-Day Managed Print Services Training, PrintFleet
- Management Action Plan, 3-Day Course
- Managing Multiple Priorities
- Xerox Buyer Focused Selling