

Scott A. Berry

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PROFESSIONAL EXPERIENCE

Innovative Software Engineering 2007 to 2016

Vice President of Professional Services

- Responsible for the Profit and Loss of a \$7.5M Professional Services business focused on custom software development and services
- Direct leadership of 35 software development professionals
- Responsible for on-going business development

ROCKWELL COLLINS 2007 to 2016

Business Development Manager, Military GPS Navigation Products (2012 – Present)

- Responsible for leading four strategic growth initiatives (FY14-Present)
 - Sales leadership for Assured PNT (Position, Navigation & Timing) Programs
 - Acting Capture Team Leader / Program Manager for US Army Anti-Jam Antenna System (AJAS) pursuit, responsible for creating and developing a new vehicle GPS anti-jam product line
 - Sales Leadership for launching the Airborne GPS Anti-Jam Antenna Electronics Product Line
 - Finished FY14 at 120% of plan, finished FY15 at over 500% of plan
- Responsible for leading the sales team for the Military GPS and Airborne Navigation products business within the Government Systems business (FY13)
 - Three direct sales managers and 17 indirect customer facing program managers
 - Finished FY13 orders at 120% of plan

Capture Manager, Government Systems Sales (2012)

- Temporary assignment leading several cross-functional teams in the pursuit and order capture of strategic orders
- Lead the development of capture strategies and the development of formal proposals for the U.S. Department of Defense and prime contractors

Manager, Business Development – Public Safety (2010 – 2012)

- Responsible for leading a cross functional sales team of Account Managers, Program Managers and Engineers responsible for the pursuit and order capture of iForce™ Integrated Police Vehicle Computing Systems for North America (\$20-\$30M business)
- New business initiative within the Ground Vehicle Business
- Responsible for the development and support of the Manufacturer's Representative and Dealer sales channel
- Developed a pipeline of over \$150M in qualified pursuits within a new business initiative

Principal Program Manager – Information Management Systems (2007 – 2010)

- Responsible for Life Cycle Value Stream Management of all Business Aircraft Programs and Pursuits
- Lead the NetJets Aviation pursuit team (\$110M program)
- Participated in the development of the corporate launch strategy for the Information Management Systems business that lead to the acquisition of Air Routing Inc. and ARINC
- Developed and launched the Aircraft Configuration Manager (ACM) Mission Solution

INTERMEC TECHNOLOGIES

2003 to 2007

Principal Business Development Manager – Software Consulting and Services

- Responsible for the Sales and Marketing activities associated with growing the Software Consulting and Services business (rugged mobile hand held computing)
- Developed and successfully executed a marketing turnaround plan
 - Went from a significant loss to break even in two years
- Developed new service offerings that increased customer satisfaction, while increasing revenue
- Lead the transformation of the custom software engineering team into an IT consulting business model
- Built the average orders backlog from three months to eighteen months over the course of three years

ROCKWELL AUTOMATION / ALLEN-BRADLEY

2001 to 2003

Senior Channel Sales Engineer

- Managed the development and performance of assigned Allen-Bradley brand distributors (8 locations, \$20.0 M.)
- Account Manager for Key Accounts and geographic territory (\$5.5 M., 11 Key Accounts)
- Facilitated channel sales planning process using Customer Relationship Management (CRM) and Point of Sale (POS) analytical tools
- Implemented strategic commercial programs and product launches

ROCKWELL COLLINS

1998 to 2001

Manager, Global Business Development – Collins Aviation Services (1999 to 2001)

- Responsible for the growth of the Aftermarket Repair, Parts, and Contract Maintenance business for all Rockwell Collins businesses in the Europe/Middle-East/Africa and Asia-Pacific Regions (\$113 Million)
- Managed three internationally based Regional Business Development Managers, located in Amsterdam, Singapore, and Shanghai

Principal Marketing Manager – HF Products (1998 to 1999)

- Global Product Marketing for all Air Transport High Frequency Radios and Couplers (\$63 M. Product Line)
- Developed and implemented the HF Product marketing plan, including forecasting, competitive analysis, target market segmentation, product roadmaps, sales tools and marketing communications
- Partnered with ARINC's HF Data Link services team and ARINC's Aircraft Retrofit team to launch the HF Data Link solution worldwide

ROCKWELL AUTOMATION / ALLEN-BRADLEY

1991 to 1998

Senior Sales Engineer

- Sales responsibility for all Allen-Bradley brand industrial automation control products in a geographic territory
- Grew sales territory from \$1.2M to \$5.3M over a five year period
- Channel Management of multiple distributor relationships, including strategic planning, project tracking, and administrative issues
- Participated in Allen-Bradley's formal six month sales training program

INTEGRATED CONTROLS AND COMPUTER SYSTEMS

1988 to 1991

Systems Engineer

- Controls Engineer focused on Water Treatment and Food Processing industries
- Electronic Operator Interface (EOI) development of SCADA and automation systems
- Programming and start-up of PLC based control systems

Bachelor of Science, General Engineering, University of Illinois, Urbana-Champaign, January, 1988
Secondary Field in Computer Science

Part-time Lecturer, Industrial and Manufacturing Systems Engineering, Iowa State University, Ames, IA
- Teaching IE 451-Technical Sales Management as part of the Sales Engineering Minor program
