

# Patrick McNulty, CTS

patrick.mculty354@gmail.com (630) 777-5564

[www.patrickmcnulty.net](http://www.patrickmcnulty.net)

## Professional Summary

Twenty year sales and marketing veteran of the audio visual industry specializing in IP video, digital signage and displays. Known as a technical resource to integrators and consultants. Have long term relationships with key industry leaders and have leveraged those relationships to significantly grow sales and exceed manufacturer's quotas.

## Professional Experience

**Userful, Corp** Calgary, AB Canada

**April 2019 - Present**

**Channel Manager, North America**

- Responsible for building a North American channel partner network to sell the company's innovative cloud based and on premise visual networking software.
- Leveraged existing relationships and utilized industry resources to engage large top 50 level integrators.
- Identified key contacts, conducted sales presentations and obtained reseller commitments from channel partners across North America.
- Conducted onsite partner training while identifying reseller champions to help evangelize the product.
- Worked with the world's largest AV integrator to specify Userful's platform for a multimillion dollar visual networking project set to be deployed beginning in 2020.

**Midwest AV Group, LLC** Elk Grove Village, IL

**October 2014 - April 2019**

**Owner/ Managing Partner**

- Manufacturer's representative for leading AV technology manufacturers with cumulative yearly territory sales of over \$4.5 million.
- Produced the highest average selling price of all U.S. manufacturer's representatives for Philips Signage Solutions in 2017 and 2018.
- Led all U.S. manufacturer's representatives in the sale of fine pitch Direct View LED video walls for Aurora LED Systems in 2018 with installations at Alliant Energy, Lettuce Entertain You, Marcus Entertainment, Zendesk and others.
- Increased sales by 47% in 2016 and 51% in 2017 for Cambridge Sound Management.
- Longest tenured U.S. manufacturer's representative for Spinetix digital signage products.

**Starin** Chesterton, IN

**May 2013 - October 2014**

**Business Development Manager**

- Specified and sold over sixty audio, video and collaboration product lines to audiovisual integrators, sound contractors and unified communication resellers.
- Increased sales in one of the company's most profitable geographic territories in 2013 and 2014.
- Championed the Barco product line. Introduced and received orders for Barco Click Share and Barco conference room projectors from over 50 resellers in Illinois and Wisconsin.

**Phonak** Warrenville, IL

**August 2011 - May 2013**

**Business Development Manager**

- Analyzed the competitive landscape of the U.S. classroom assistive listening market, created a comprehensive business plan and set up a national network of audio visual dealers in six months.
- Functioned as audio integration expert providing training and sales support to a national team of pediatric audiologists.
- Coordinated the company's first time participation at industry trade shows such as InfoComm, ISTE, TCEA and FETC.

**Revolabs / Yamaha U.C.** Sudbury, MA

**May 2007 - August 2011**

**Regional Sales Manager**

- Responsible for the sale of the company's line of unified collaboration products through value added resellers and systems integrators.
- Managed independent manufacturer's representatives to drive business in local regions.
- Increased year over year growth in Midwest region by 26% in 2009 and 46% in 2010.
- Led all regions in sales for 8 of 12 quarters between January 2008 and December 2010.

**Hitachi America Ltd.** Chula Vista, CA

**April 2002 - May 2007**

**Regional Sales Manager**

- Responsible for the sale of the company's line of multimedia projectors and plasma displays through value added resellers, system integrators, distributors and OEM partners.
- Increased territory average monthly sales by 91% in three years.
- Increased Hitachi's Central Region from 17% of American market to 26% in three years.
- Increased average monthly sales at CDW 281% in two years.

**Dukane Corporation** St. Charles, IL

**April 1999 - April 2002**

**District Sales Representative**

- Responsible for the sale of the company's line of multimedia projectors and the management of over 100 dealers and distributors in a thirteen-state Northeast territory.
- Increased territory sales 219% in one year.
- Created dealer training template to improve dealer knowledge of audio visual terms and principals.
- Created Dukane's first ever email blast campaign.

**Education / Certifications**

**Loyola University of Chicago**

Bachelor of Arts, Communication



**January 1987**

**AVIXA Certified Technology Specialist**



**June 2007- Present**

Proficient with Microsoft Office Suite, Salesforce.com, and AVSnap Design software.