

# William A. Burke

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## SALES/FINANCE/INSURANCE MANAGER

North America ● East Coast

### Value Offered

Twenty years of experience leading sales organizations to exceed revenue and profit goals.  
Proven track record of driving growth and expansion.  
Specialized skills in B2B and B2C sales to diverse-industry clients.  
Strong command of business protocols and experience conducting business with governments and executives across the Northeast.  
Expert relationship builder, channel developer, negotiator and sales strategist.

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### Key Skills

Market Expansion Strategies	Territory Startup & Turnaround
Business & Channel Development	Strategic Partnership Building
Sales Team Training & Management	Key Account Management
Complex Negotiations & Sales Cycles	Forecasting & Market Analytics

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### Representative Clients

<i>Boat Manufacturers:</i>	<i>Furniture Manufacturers:</i>	<i>Governments:</i>
Larson	Hon	US Army
Bennington	Herman Miller	Disabled Veterans
MirroCraft	Steelcase	USPS
Supreme	Hayworth	Federal Building Boston
Centurion		
Yamaha Waverunners		

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### Career Progression

Lakeview marine — Webster, MA	
Sales, 2006 to 2007	Sales/F&I Manager, 2007 to Present

Progressed through promotion, responsible for all sales related to marine products, sales trainings, communication with customers, vendors and manufacturers. Handling of finance and insurance for all sales, ordering boats from vendors, inventory and registration paperwork. Preparation of layouts for showroom and boat shows including boat pricing and sale prices. Business and sales strategy and setting goals.

American Installations --- Worcester, MA  
1999 to 2006

Owner/President

Complete operation of small business. Interviewing, payroll, accounts receivable, accounts payable. Solicit customers through advertisement, estimates and quote proposals and customer service satisfaction. Extensive knowledge relating to various furniture products, delivery, storage and installation of various systems. Maintain records of all sales and deliveries. Outstanding customer service and satisfaction. Shipping and Receiving.

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### Achievement Highlights

*As Sales Manager (2007 to Present):*

*Earned repeated commendations for sales leadership throughout +13-year tenure with Lakeview Marine- Significant results include:*

Tripled revenues in first year as sales manager exceeding goals and expectations- \$500,000 to 1.8M.

Continue to improve and exceed sales as Sales Manager year after year.

Recruited staff; led ongoing mentoring/training on Lakeview's full suite of software and network monitoring solutions; and coached consultative sales, customer care and closing best practices.

**Achievement Highlights**

*(continued)*

*As Owner/President (1999 to 2006):*

Built from the ground up a successful office product/installation business. Increased revenue year over year. Successful in landing government contracts as well as national retailers. Landed American Installation's first government contracts (ranging from \$1M to \$2M), leveraging expert abilities in relationship-building and customer service skills that resulted in long term relationship business.

Harnessed strengths in forecasting, opportunity identification, goal-setting and motivation to outdistance the competition and drive peak productivity, resulting in record-setting sales year-over-year.

**Education**

BAY PATH VOCATIONAL TECHNICAL — Charlton, MA  
Carpentry

**Languages**

Expert written and verbal fluency in English

**Technology**

MS Office (Word/Excel/PowerPoint/Access/Project), Dealer Track, Curomax, Quickbooks, Aspire Vectric

**Travel**

*Have traveled extensively throughout the United States during the past eighteen years, conducting business in:*

- Massachusetts
- Vermont
- Virginia
- Indiana
- New Hampshire
- Maryland
- New Jersey
- Florida
- Pennsylvania
- New York
- Connecticut
- Illinois
- Maine
- Ohio
- Rhode Island
- California

**REFERENCES AVAILABLE UPON REQUEST**