

# JEFFREY M. ROEMER

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Sales/Marketing ★ Liaison/Facilitator ★ Administrative Support

## SALES SPECIALIST

Versatile, quality oriented management professional with twenty plus years experience in sales and marketing. Effective in planning and organizing long and short term objectives. Strong aptitude in persuading company management and customers on products and ideas. Solid background in recruiting and managing diverse groups of marketing and sales professionals.

## QUALIFICATIONS

**COATINGS**—Extensive experience in the Aerospace, Marine and Industrial paint and coatings markets.

**LIAISON/REPRESENTATION**—Proven ability to act on behave of my employer while preserving customer relations and solve complex technical problems.

**Sales**- Goal oriented success strategy with focus on team achievements.

**Distribution**—Majority of my career spent developing, training and growing distributor networks in the coatings industry.

**MARKETING**—Strong ability to plan and coordinate the development of concepts into practical material used to advance sales efforts.

**CUSTOMER SATISFACTION**—Demonstrated ability to build productive relationships with customers, ensure service excellence and maintain full satisfaction.

### VALUE OFFERED

*Experienced*

*Managing Projects/People*

*Taking Initiative*

*Goal Oriented*

*Building Relationships*

*Communicating Effectively*

*Achieving Results*

*Mastering New  
Systems and Processes*

*Using Solid Judgment*

*Analyzing/Solving Problems*

## CORE COMPETENCIES

- ✓ Aerospace Coatings
- ✓ Military Spec Coatings
- ✓ Research/Analysis
- ✓ Problem Solving

- ✓ Interpersonal Skills
- ✓ Industrial Coatings
- ✓ Customer Service
- ✓ State Regulations

- ✓ Marine Coatings
- ✓ Briefings/Presentations
- ✓ Marketing

## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION DEGREE

**San Diego State University**  
San Diego, California



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## EXPERIENCE

### TECHNICAL SALES REPRESENTATIVE

**Hentzen Coatings, Inc., Aerospace** Austin, Texas. May 2007-January 2015.

A privately held coatings manufacturer, based in Milwaukee, WI with plants located in Batavia, IL, Greenville, SC and Miami, FL. A world leader in CARC coatings to the US Army, in addition the company has a very successful Industrial and Powder Coatings division.

- ▶ Responsible for direct and distributor sales in the Midwest and Western United States including Western Canada for General, Military and Commercial Aerospace markets.
- ▶ Responsible for company introduction to Boeing Commercial in Seattle, WA.
- ▶ Achieved non chrome primer qualification with Nordam.
- ▶ Assisted in expanding distributor sales and refine the distribution network.

#### Key Accomplishments

- ✓ Met sales goals annually and maintained strong customer base, despite a down economy and other non sales related achievements.
- ✓ Helped to develop new literature and show booth for Aerospace shows nationwide.
- ✓ Member of technical team that helped maintain key Commercial customer through extensive technical difficulties.

### TECHNICAL SALES REPRESENTATIVE

**Ameron/PPG-PMC**, Denver, Colorado April 2004-May 2007.

The company is a global coatings manufacturer with state of the art chemistries. A leader in maintenance coatings for refineries, water tanks, waste water treatment plants, wind generation towers, bridges and nuclear power plants.

- ▶ Responsible for direct and distributor sales in four states: Colorado, New Mexico, Utah, Wyoming and El Paso, Texas.
- ▶ Moved to the Marine and Industrial Group when PPG acquired Ameron, 2006.

#### Key Accomplishments

- ✓ Added and grew two successful Distributors in my region.
- ✓ Developed additional nontraditional markets for proven proprietary industrial coating chemistry.

### GENERAL MANAGER/CO-OWNER

**Chemco LLC**, Orange, California. June 2001-April 2004.

A stocking distributor and representative firm for coatings, chemicals and absorbents. Precision Coatings, Inc. was the main line and represented 80% of all revenues.

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## EXPERIENCE (CONTINUED)

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### GENERAL MANAGER/CO-OWNER (CONTINUED)

- ▶ Responsible for day-to-day sales, inventory and vendor relations.

### Key Accomplishments

- ✓ Built and maintained strong working relationships with distribution network for coatings line.
- ✓ Established new dealers and direct customers for an absorbent chemical product.
- ✓ Worked to create and market new pre-treat chemical line for our company.

### EARLIER EMPLOYMENT

Precision Coatings, Inc. Beverly Hills, California 1998-2001.

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## ADVANCED PROFESSIONAL TRAINING AND AFFILIATIONS

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ISO 9000 - Certified Auditor  
Kepner/Tregoe – Problem Solving Course  
Society for Protective Coatings (SSPC)  
Paint and Coatings Society (SAE)  
NBAA member

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## REFERENCES

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Upon request