

Anthony P. Krystofik, M.B.A.

**Director, Fiore Talarico Center for Professional Selling
Principal Lecturer, Management & Marketing Department
Faculty Advisor & Sales Coach, UD Student Sales Teams
Faculty Advisor, Pi Sigma Epsilon - Eta Delta Chapter**

**Management and Marketing Department
School of Business Administration
University of Dayton**

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Qualifications Summary

Sales, Marketing and Business Development: Over 39 years of product and services revenue growth and profitability, through the creation and implementation of various strategic and tactical sales, marketing and business initiatives. Directed efforts to establish vendor alliances, penetrate new markets, increase market share, develop product and services differentiation strategies and establish sales/marketing productivity tools.

Information Technology Industry: Over 32 years of experience in the hardware, software, maintenance, financing, services and consulting segments of the business. Developed a unique scope of skills in analyzing client requirements from a cross - functional perspective, both from a strategic and tactical viewpoint.

Management: Over 22 years of experience utilizing planning, organizational, supervisory and team building skills. Handled profit and loss responsibility for operations.

Professional Services and Consulting: Over 21 years of intensive practice in developing and applying methodologies, tools and techniques to provide significant cost reduction, cost avoidance and revenue generation benefits to cross - industry clients.

Educational Experience

University of Dayton - Dayton, Ohio

1997 - Present

One of the top ten, largest private Catholic universities in the United States. This accredited Marianist institution is nationally recognized for the excellence of the business, engineering and law school programs.

Director, Fiore Talarico Center for Professional Selling. Appointed as the Launch Director, in May 2010, of the new Center for Professional Selling (CPS): Assisted with the development of the Strategic Plan, researched and produced the Sales Labs Facilities Plan, co-authored and created the Business Sponsor Engagement Program and assisted with the Project Management of the Renovation and Construction of the CPS. Founded the undergraduate student UD Sales Club in 2010 and then merged it into and initiated the Eta Delta Chapter of Pi Sigma Epsilon in 2015 (PSE is a national sales and sales management professional business fraternity founded in 1952). Currently act as the PSE Faculty Advisor. Initiated the entry into and act as Faculty Sales

Coach for University of Dayton Student Sales Teams in the: annual National Collegiate Sales Competition at Kennesaw State University, the Russ Berrie Institute's – National Sales Challenge at William Paterson University, , the Great Northwoods Sales Warm-Up at the University of Wisconsin – Eau Claire, the Duquesne University Steel City Sales Challenge, the West Virginia University Regional Sales Competition, the Redbird Regional Sales Competition at Illinois State University, the University of South Florida Selling with the Bulls Sales Competition, the University of Toledo Invitational Sales Competition, and the Ohio Collegiate Sales Competition at Cleveland State University.

Also, created and implemented two internal student sales competitions: the Fall Semester Flyer Sales Challenge and the Spring Semester PSE Spring Sales Warm-Up.

Principal Lecturer: Full-Time, Professional Faculty. Hired full-time in the Fall of 2006. Responsible for the core curriculum development and delivery of instruction for the Principles of Selling, Sales Management, Promotion Management, Advanced Selling Skills in High Technology Industries, and Sales Coaching courses. Developed significant internal sales call role playing exercises, external sales management field interview projects and sales representative job shadowing exercises.

Adjunct Marketing Instructor. Hired part-time in the Fall of 1997 to take over the development and teaching of the Principles of Selling and Sales Management courses. Maintained excellent rapport with students and faculty and consistently received above average student evaluations.

Courses Taught:

- MKT 310 – Principles of Selling
- MKT 411 – Sales Management
- MKT 412 – Advanced Selling Skills in High Technology Industries
- MKT 415 – Sales Coaching
- MKT 428 – Promotion Management

Professional Experience

Krystofik & Company, Inc. - Dayton, Ohio

1996 - 2022

A manufacturers' representative firm, incorporated in 1996. Krystofik & Company, Inc. is focused on providing independent sales representation and marketing consulting services on behalf of Information Technology, K-12 Education, Higher Education and Manufacturing Industry clients.

Owner/President. Responsible for initiating, developing and maintaining independent contract sales relationships with hardware/software firms, professional services organizations and direct manufacturers. Duties include performing selling activities and providing marketing consulting services.

Major accomplishments include:

- Represented a \$32 million technology furniture manufacturer from Wisconsin for over 8 years in the entire state of Ohio, selling to Education and Government Accounts.
- Provided sales coverage for 611 K-12 Public School Districts and over 360+ Parochial and Private Schools in 88 Counties in Ohio.
- Maintained and grew the business to include coverage of 67 Higher Education Accounts.
- Established and developed 122 Customer Accounts in over 8 years.

- Produced \$3,573,537 in Direct Sales from 1998-2005
- Assisted with an additional \$1,391,457 of Indirect Sales through VAR's, Dealers, Catalogers, Corporate, Medical, GSA and State/Local Government.
- Drove dramatic sales increases year-to-year in 1998 (70.12% increase), 2000 (44.42% increase) and 2002 (92.11% increase).
- Directed overall sales above \$1 million for the first time in Ohio to \$1,017,659 in 2002.
- Responsible for closing the second largest single order in the United States in 2002, with over \$128,000 for the initial technology furniture order for the Wright State University Millett Hall Renovation Project. Add-on orders later that year exceeded \$32,000.

Circuit Center, Inc. - Dayton, Ohio

1994 - 1996

A \$12.4 million electronics industry manufacturer that is recognized nationally as the premier provider of printed circuit board fabrication services, specializing in satisfying prototype and limited production requirements, with an emphasis on quality, complex multilayer designs and delivery.

National Sales Manager. Responsible for developing, maintaining and directing the U.S. sales, marketing and customer service programs at Circuit Center. Implemented strategic marketing plan to penetrate new accounts, develop existing accounts, revitalize dormant accounts and replenish key accounts.

- Established a 23-year billed revenue sales record of \$12.4 million in calendar year 1995. This was an increase of 17.1% over the previous year.
- Developed a phased sales/marketing promotional plan utilizing target advertising campaigns, telemarketing blitzes, industry meetings, trade publication articles, industry trade show appearances, direct mail campaigns, channel support programs, corporate videotapes, news releases, quarterly newsletters and corporate brochures with capabilities inserts.

LSI Information Technologies - Cincinnati, Ohio

1992 - 1994

A \$2.1 million new business venture, incorporated in 1991 and acquired by \$700 million Day and Zimmermann, Inc. in 1992. LSI provides enterprise network consulting services specializing in local and wide area communications planning, design, project management, implementation and support.

Director of Marketing. Promoted from Marketing Team Leader in 1992, to build a marketing and operations infrastructure to support aggressive corporate growth and expansion into 6 new markets.

- Defined the marketing segmentation strategies, coverage plans, quota elements, compensation plans and incentive programs, to insure the successful integration of both the marketing and technical operations objectives.
- Developed the marketing communications and promotional materials to significantly enhance the services differentiation strategies.
- Implemented a proposal development process that significantly reduced production time to client presentation by 42%.
- Developed strategic marketing and technical alliances with complimentary industry hardware, software and consulting organizations that increased revenues by 64% in 1992.

Deloitte & Touche - Cincinnati, Ohio

1990 - 1991

A \$3 billion Big 6 international accounting, auditing, tax and consulting organization.

Senior Manager. Recruited by the Information Technology Consulting Partner to develop and grow a regional Data Center Services practice.

- Provided direct input into the initiation, proof of concept and roll out of a national program to assist mid - range computing clients with developing an information systems contingency plan.
- Implemented third party alliances to decrease internal cycle times.
- Expanded the scope of services by focusing on high visibility emerging technologies, such as document imaging, and developed offerings in the areas of requirements definition, feasibility study, cost justification, design/specification, RFP development, project management, and implementation plans.

International Business Machines Corporation - Dayton, Ohio **1981 - 1990**
A \$60 billion information technology manufacturing, distribution, software, maintenance, services and sales/marketing company.

Advisory Marketing Support Representative. Selected to assist in the initial marketing support programs for the start up and growth of IBM's entry into the services provider marketplace. Promoted from Advisory Marketing Representative in 1989.

- Provided key point of contact for coordinating opportunity identification, lead generation, resource allocation, marketing programs, solution packaging and client satisfaction with 5 internal services organizations and 5 field sales locations in 2 states.

Advisory Marketing Representative. Responsible for sales and marketing in 5 industry markets. Promoted to this position in 1988.

- Exceeded quota in all years and achieved 6 consecutive IBM 100% Club sales recognition events.
- Attained the IBM Golden Circle sales recognition event once (Top 5% of the National Sales Force).
- Promoted 3 times in 7 years.

Moore Business Forms, Inc. - Dayton, Ohio **1978 - 1979**
The largest worldwide business forms manufacturing and sales organization.

Marketing Representative. Executed all direct sales and marketing activities and attained objectives in a designated geographic territory in the greater Dayton area.

Education

M.B.A., Marketing/Management: University of Dayton **1982**
B.S., Business Administration: University of Dayton - Marketing Major **1978**
(Honors Graduate - Magna Cum Laude: 3.86/4.00 GPA)

Engagement Activities

Faculty Advisor – Eta Delta Chapter of Pi Sigma Epsilon (PSE), University of Dayton, School Of Business Administration (2015-Present)

Director – Fiore Talarico Center for Professional Selling, University of Dayton, School of Business Administration (2013-Present)

Participant – Annual Sales Educators' Academy (SEA), Sponsored by Florida State

University in Partnership with Rollins College Crummer Graduate School and the University Sales Education Foundation, in Orlando, Florida (2012, 2013 & 2015)

Faculty Advisor & Sales Coach – University of Toledo Invitational Sales Competition, Student Sales Team, University of Dayton, School of Business Administration (2020 – Present)

Faculty Advisor & Sales Coach – Ohio Collegiate Sales Competition, Cleveland State University, Student Sales Team, University of Dayton, School of Business Administration (2022 – Present)

Faculty Advisor & Sales Coach – University of South Florida, Selling with the Bulls Sales Competition, Student Sales Team, University of Dayton, School of Business Administration (2019 – 2021)

Launch Director – Center for Professional Selling, University of Dayton, School of Business Administration (2010 – 2013)

Faculty Advisor - UD Sales Club, University of Dayton, School of Business Administration (2010 – 2015)

Faculty Advisor & Sales Coach – Redbird Regional Sales Challenge, Illinois State University, Student Sales Team, University of Dayton, School of Business Administration (2018 – Present)

Faculty Advisor & Sales Coach – Duquesne University Steel City Sales Challenge, Student Sales Team, University of Dayton, School of Business Administration (2017 – Present)

Faculty Advisor & Sales Coach – Pi Sigma Epsilon (PSE) National Pro-Am Sell-A-Thon, Student Sales Team, University of Dayton, School of Business Administration (2016 – 2018)

Faculty Advisor & Sales Coach – West Virginia University Regional Sales Competition, Student Sales Team, University of Dayton, School of Business Administration (2016 – 2022)

Faculty Advisor & Sales Coach – Great Northwoods Sales Warm-Up, University of Wisconsin – Eau Claire, Student Sales Team, University of Dayton, School of Business Administration (2013 – 2019)

Faculty Advisor & Sales Coach – Russ Berrie Institute – National Sales Challenge, Student Sales Team, University of Dayton, School of Business Administration (2011 – 2015)

Faculty Advisor & Sales Coach – National Collegiate Sales Competition, Student Sales Team, University of Dayton, School of Business Administration (2008 – Present)

Faculty Advisor – Delta Sigma Pi Professional Business Fraternity, University of Dayton, School of Business Administration (2008-2010)

Co-Chair & Steering Committee Member, Knights of Gold, Alumni Football Group, Archbishop Alter High School, Kettering, Ohio (2006 – 2008)

Member, Alter Booster Association, Archbishop Alter High School, Kettering, Ohio (2001-

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2008)

President, Alter Football Association, Archbishop Alter High School, Kettering, Ohio (2005-2006)

Head Coach, St. Albert The Great, 7th/8th Grade Boys Basketball, Kettering, Ohio (2000-2005)

Head Coach, St. Albert The Great, 5th/6th Grade Boys Football, Kettering, Ohio (1998-2003)

Assistant Coach, Pee Wee Football Program, St. Albert The Great School, Kettering, Ohio (1995-2003)

Member, Alumni Leadership Committee, School of Business Administration, University of Dayton (1996-1997)

Chairperson, Alumni Mentoring Committee, School of Business Administration, University of Dayton (1996-1997)

Participant, Alumni Mentoring Program, School of Business Administration, University of Dayton (1994-1997)

Head Coach, Youth Basketball Program, South Community Family YMCA, Kettering, Ohio (1994-1997)