

# CHRISTOPHER D. REICHOW

E-Mail: [chris@reichow.net](mailto:chris@reichow.net) — Cell: (408)406-0578

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## OBJECTIVE

An innovative and experienced business development manager looking to seize upon a new opportunity, leveraging my in-depth experience in the distribution industry to make a substantial contribution.

## PROFESSIONAL EXPERIENCE

### Business Development Manager

ASI Corporation Fremont, CA 2007-Present

- Created strategic marketing plans for each product line, and led execution including sales, marketing, and finance teams to a strict timetable
- Personally created and led a sales development group to generate leads for over \$7M of business within 1 quarter
- Increased profitability 50% quarter-on quarter while growing revenue
- Direct responsibility for over \$100M in yearly revenue between two major product lines
- Negotiating contracts and rebates grossing over \$500K per quarter

### Product Marketing Manager

Bell Microproducts San Jose, CA 2005-2007

- Direct responsibility for the #2 components line in the company
- Grew overall business from \$90M to over \$110M year-on-year
- Driving the business by hands-on involvement in every aspect of the business, including sales, marketing, accounting, and strategic planning
- Coordinated, launched, and grew a successful retail program, generating over \$10M in yearly revenue
- Handled corporate relationships with vendors and customers to the SVP level

### Business Development Manager

MCE Computer Technology Livermore, CA 2004-2005

- Product/Asset Management of ~\$3M/month of revenue, ~30 days of inventory
- Analyzed and bought based on trending analysis to maximize profits
- Built strategic partnerships from the ground up with MCE's 2 largest US customers
- Implemented a successful international import strategy of >\$250K/month with a strategic partner

## QUALITIES

- 5 years of experience in the distribution industry, with deep understanding of the market and key customers
- Consistent revenue growth and consistent profitability
- Results-oriented leader directing existing and new products to market
- Proven record of continuous process improvement, analyzing workflow and implementing positive change
- Strong problem analysis and resolution
- Leading and driving a team to specific goals
- Identifying and building executive relationships with key personnel
- Successful track record at growing share in mature markets, and identifying and breaking into new markets with precise execution

## EDUCATION

**California Polytechnic University**  
San Luis Obispo, CA  
2002-2003  
Coursework: Computer Engineering

**De Anza College**  
Cupertino, CA  
2003-2004  
Coursework: Business Management

## TECHNICAL SKILLS

- OS: Windows (All), Linux, FreeBSD, Mac OS X
- Applications: Microsoft Office, Photoshop, Dreamweaver, Flash, Visual Studio, Eclipse
- Coding: C/C++, Java, HTML, XML, CSS, PHP, Perl, Shell, JavaScript

*References available upon request*