

Bill Balliette

Austin, TX

(512) 784-2578

wmb_3rd@yahoo.com

www.linkedin.com/in/bill-balliette

Experience

- 10/18- **United Equipment Accessories – *Mfg of Industrial Slip Rings*** Austin, TX
09/21 *Division Manager/Director of Sales*
- Led successful post-acquisition integration of 7-person operation to UEA
 - Drove the transition to new ERP system (Syteline/Infor), successfully uploading legacy operational data including >6K components, 50 BOMs, 150 suppliers and 700 customers
 - Developed materials and trained 6 mfg’s reps and 4 inside sales people on our products
 - Leveraged Alpha Slip Rings technology to develop 2 new products resulting in significant design wins on parent company accounts that were not previously possible
 - Leveraged UEA technology to develop new service offering in refurbishing ROV slip rings for Alpha’s legacy customers that was not previously possible
- 5/12- **Alpha Slip Rings, Inc. – *Mfg of Industrial Slip Rings For O&G/Marine Mkt*** Austin, TX
10/18 *CEO*
- Identified acquisition candidate, initiated LOI, negotiated terms, conducted due diligence and raised financing (personal & SBA), concluding purchase within 6 months of first contact
 - Transformed operations, which was critically dependent upon the knowledge held (but not documented) by two employees into a well-documented and streamlined operation with over 100 accurate and detailed BOMs, assembly procedures and quality checklists & records.
 - Ramped marketing activity in trade shows & cold-calling, doubling active customer base.
 - Navigated sharp downturns in military and O&G markets while retaining all key employees and recovering strongly in 2018 to post best ever results.
 - Negotiated successful sale to United Equipment in late 2018 (after unsolicited offer)
- 4/09- **Faradox Energy Storage – *High Temp Capacitor Mfg Startup funded via SBIR&TETF*** Austin, TX
3/12 *COO*
- Investigated outsourcing options for critical vacuum deposition step, finding and evaluating multiple candidates and choosing three to perform test runs
 - Initiated regular R&D meetings, improving communication, planning & team problem solving
 - Engaged with “early-adopter” customer targets, obtaining 1st PO for initial prototypes
 - Managed budgeting & cash, keeping CEO and board well-apprised of financial position
 - Developed investor pitch including defining TAM/SAM, competitive technical comparisons, value proposition, price/cost/GM models, and capital requirements.
 - Led aggressive fundraising/licensing campaign, identified 60+ company targets, initiating contacts, resulting in 12 investor pitches (with 6 evaluating prototype components) and ultimately licensed the technology to another capacitor manufacturer.
- 2/08- **SensorTran, Inc. – *Mfg of Fiber Optic Temperature Sensing Systems*** Austin, TX
3/09 *Director, Business Operations*
- Oversaw quotation process, producing over 100 quotes (typical value \$50k-\$150k) for customers in Oil & Gas (downhole, process, pipeline), Utility, and R&D segments.
 - Managed company sales forecasting process, keeping CFO & CEO well-apprised of outlook
 - Re-engineered process for order entry and “handoff” to manufacturing to improve communication, greatly reducing mistakes and rework

- Project management for all non-standard product accessories, including specifying requirements and sourcing (finding suppliers, soliciting quotes and purchasing).
- Developed sales opportunities in peripheral (low priority/non-target mkt segments), generating incremental sales of \$300k

12/05- **NovaCentrix Corp. – Mfg of Nanoparticle Metals and Metal Oxides** Austin, TX

12/07 *Director of Business Development, Nanoparticle Conductive Inks*

- Generated technical articles & presentations, leading to valuable new customer engagements
- Negotiated JDA resulting in successful collaboration on new RFID technology
- Conceived patentable ideas for extending proprietary technology, leading to additional claims filed on in-process patent application
- Redefined business unit strategy, shifting from focus on “metal nanoparticles” (undifferentiated) to “enabling printed electronics” (differentiated)
- Developed new product roadmap and instituted new procedures for product commercialization, both of which enabled a more impactful allocation of resources to high impact opportunities

6/05- **Fixeon, L.L.C. – Mfg of Semiconductor Wafer Shipping/Storage Solutions** Austin, TX

1/06 *Director of Marketing and Sales*

- Implemented manufacturers rep-based sales strategy, establishing relationships with reps in 6 key territories (US and OUS) and putting formal contracts in place
- Created a sales process, including identifying top sales targets, developing marketing materials, setting pricing and creating quotes for sales team to deliver to end customers
- Coordinated marcomm to promote awareness via web, trade shows and direct mail
- Worked closely with CEO/founder on fundraising and investor negotiations, providing financial modeling and pro-forma projections for assessing various scenarios and deal terms

7/97- **3M - Electronic Solutions Division & Electronic Markets Center** Austin, TX

6/05 *Business Development Manager*

- Commercialized embedded passives (embedded capacitor material) through multi-stage/gate process. Reached \$150K in sales over first 14 months (grew to multiple millions annually).
- Analyzed patent infringement allegations with in-house legal and created/executed a marcomm strategy to counter misleading competitor claims and educate the industry on the issue
- Led new business ventures team to identify, investigate, and prioritize new opportunities, and then develop business plans and commercialization strategies for top programs
- Provided business leadership for joint R&D program with a “Fortune 100” OEM, including negotiating CDAs and JDAs. Negotiated pricing and supply contract increasing OI (\$) 100%

Other Training and Experience

- Green Belt *Six Sigma* and *Design for Six Sigma*
- Negotiation skills workshop
- Constraint Theory (TOC), Goldratt Institute
- SBIR Proposal Writing, Commercialization Plans for Phase I&II Proposals (>12)
- 3M Training In: MKTG Leadership Dev., Competitive Analysis, Strategic Value Pricing
- Completed ~60 hours of study towards taking the Patent Bar Exam
- Member Austin Regional Manufacturers Association (ARMA)

Education

The University of Texas at Austin	Master’s of Business Administration, Marketing
	Master’s of Science, Manufacturing Systems Eng.
Dartmouth College	Bachelor’s of Science, Mechanical Engineering
	Bachelor’s of Arts