

JAMES 'JIM' MADISON

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BUSINESS DEVELOPMENT - SALES - ACCOUNT MANAGEMENT

National Accounts • Government Contracts • Product Management • Product Development

Business Development • New Concepts • Technical Sales • Application Engineering • Safety

P & L Accountability • Industrial Safety • Emergency Response • Trainer – Instructor • Search & Rescue

Highly accomplished in the technology driven Environmental, Health and Safety, Air and Gas Detection, Measurements and Chemical Industry Markets. Extensive experience in sales management, business development, and product management in a variety of settings with deep worldwide contacts in the Industrial Safety market.

Considered a Subject Matter Expert in the industry, supporting the Federal Bureau of Investigation and Homeland Security Agencies at high profile events such as the Super Bowl, NBA Games, Breeders Cup, Presidential Inauguration, Nascar Races and numerous other elevated threat events.

PROFESSIONAL EXPERIENCE:

MADISON BUSINESS CONSULTING

Fort Worth, Texas

(Business consulting services catering to existing and startup companies in the areas of revenue generation, safety audits, marketing and product evaluation)

Owner

2011 to Present

Built business infrastructure and processes as well as recruiting and training a sales and operations team. More than 100 firemen supported efforts.

- Created a business plan and implementation strategy for a start-up technology company.
- Performed sales analysis for existing safety distributor.
- Utilized extensive network of industry contacts and long established business relationships to grow a client base from scratch.
- Instructor at Texas A&M University Fire School for more than 14 years.
- Lowered TRIR (Total Recordable Incident Rate) from 3.74 to 2.03 at an Oil Field Service Company. Helped bridge internal friction and get the buy in of each of the operating units. The lowered TRIR resulted in more opportunities to partner with larger companies.

MST TECHNOLOGIES

Fort Worth, Texas

(Solutions provider offering quality products and capabilities from a variety of manufacturers in the technical safety arena)

President - Owner

2002 to 2011

Delivered consistent sales performance while systematically dismantling competitive strongholds. Built key relationships with the leadership of Texas Emergency Response and the Local Fire Departments throughout the state of Texas.

- Grew business progressively from the ground up to nearly \$4,000,000 in annual revenue.
 - Worked closely with FEMA during Hurricane Katrina delivering more than \$575,000 in high priority products.
 - Secured an agreement to become a Master Distributor with BAE Systems, a global defense, security and aerospace company.
 - Developed a “Total Solution” strategy that resulted becoming a Top 10 Distributor for 3 major manufacturers.
 - Built a team of project oriented safety technicians, engineers, and industrial hygienists.
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PROFESSIONAL EXPERIENCE *(continued)*:**RAE SYSTEMS**

Sunnyvale, CA

*(Leading global provider of rapidly deployable connected, intelligent gas detection systems)***Manager of Business Development****1998 to 2002**

Served as both a Regional Manager and Manager of Business Development. In addition to driving product sales, was instrumental in offering ideas for new products.

- Worked closely with Dr. Peter Hsi in new product development and was instrumental in bringing “AREARAE” a wireless gas detection system to market.
- Grew Gas Detection Tube sales from 8,500 boxes per year to more than 225,000 per year. Accomplished this by expanding the customer base to not only include fire departments, but other industries such as poultry and oil and gas pipelines. Revenue in the category was ultimately increased from \$76,000 to more than \$5,000,000 annually.

SENSIDYNE

Clearwater, Florida

*(Leading provider of air monitoring solutions in the fields of worker safety, loss prevention, and air quality)***Regional Manager****1996 to 1998**

Developed new business, managed distribution network, made end user calls, and sold air monitoring solutions into oil and gas and petrochemical markets.

- Surpassed sales goals and helped position the business for a lucrative acquisition.
- Grew revenues by 40% in a market that had previously shrunk by 12%.
- Created a new revenue stream and launched a supplemental service product designed to aid physicians in negotiating profitable provider contracts using their captured ICD-9, CPT and patient charge related data.

NATIONAL DRAEGER

Pittsburgh, Pennsylvania

*(Nationally recognized leader in the manufacturing of gas detection and respiratory products)***Division Manager****1993 to 1996**

Led a division that consisted of 11 Regional Sales Managers covering the Southeastern United States.

- Accomplished the difficult task of gaining the approval of National Draeger’s protection products by Texas A&M’s Fire School.
- Led National Draeger to Number # 3 in the southern market from no rating at all.

RICHLAND - WEATHERFORD COLLEGE

Fort Worth, Texas

*Completed 3 years of courses towards a Bachelor’s Degree in Business Administration / Computer Science***TRAINING:**

CPR - AED / Haz-Mat 20hr / Haz-Mat 80hr / American Red Cross First Aid - CPR / Principles of Gas Detection / Principles of Colorimetric Tubes Gas Detection / Principles of Photo Ionization Gas Detection / Integrating Gas Detection Techniques in Weapons of Mass Destruction / WMD AWR 160 Awareness / Rescue and Terrorism / Trench Safety – Rescue (OSHA) / Confined Space Entry and Rescue (OSHA) / Lock Out – Tag Out