



Larry A.
Sales, Marketing and Business Development Professional

Professional Summary

As an accidental entrepreneur, over the past 25 years, I have had the privilege to found or co-found seven small business enterprises, ranging from industrial electronic repair, equipment manufacturing to Uber style junk collection. Additionally, I have provided consulting services to several small and medium sized businesses. Although (mostly by necessity), I have experience in all areas of small business operations, my core strength, passion and motivation is in business **Formation** (initial concept, business plan, research, branding and launch), **Business Development** and **Marketing**. To describe my work experience, skills and interests in one word it would be: **Starter**.

Noteworthy Accomplishments

- Founded or Co-Founded seven small business enterprises
- Successfully sold 2 of the businesses
- Largest business reached \$10m/year run rate and 27% net profit
- Assisted 3 small businesses in Abaco, Bahamas recover after Hurricane Dorian

Work Experience

Biz Dev/Marketing Consulting	GroPros	www.gropros.us	6/18 to Present
Primary Role:	Provide small and medium businesses (clients) with sales, marketing and business development consulting services. Industries include manufacturing, marine, home services, M&A services.		
Business Development	ReQuip	www.requipco.com	3/14 to Present
Primary Role:	Identify equipment sale opportunities, assist with locating, negotiating purchases		
Business Unit Manager	SiCRON (a BRAAS Company)	www.braasco.com	1/12 to 6/16
Primary Role:	Strategic account sales covering the US for factory automation equipment and components. Build and develop relationships with OEM's and large customers. Train existing (internal) sales channel on product and solutions offerings.		
President	SiCRON, Inc.	www.sicron.com	1/03 to 1/12
Primary Role:	Managed day to day activities of an automation equipment OEM including full P&L		
VP Sales	SiCRON, Inc.	www.sicron.com	12/99 to 1/03
Primary Role:	Responsible for meeting sales targets; provide accurate forecasting for manufacturing		
Sr. Account Mgr.	PXC Corp.		1/91 to 12/99
Primary Role:	Large account sales management for OEM/Contract Manager of capital equipment (data storage)		

Education 1984-1986 Marketing, Business State College of Florida, Bradenton, FL

Personal Enjoy travel, boating, fishing, spending time with family and assisting non-profit organizations