

Thomas B. Cassidy, Jr.

2937 Gateway Avenue, Hartford, WI 53027 | O 262-397-8980 C 715-340-6862 F 262-347-3983 | Tom@HenryLonski.com

Marine and Powersports Industry Executive Headhunter, Career Coach, OEM, Dealer, and Retail Specialist

Accomplished marine industry professional globally connecting exceptional marine and powersports industry talent to ensure mutual client and candidate success.

Highlights of Expertise

+Candidate Searches
+Recruitment Specialist
+Staffing Support

+Strategic Planning
+Consultative Selling
+Brand Recognition

+Content Development
+Dealer Distribution
+Industry Trends

Employment History



RECRUITER - MARINE AND POWERSPORTS | LONSKI AND ASSOCIATES, LLC | 2015 - PRESENT

Responsible for recruitment of exceptional marine and powersports industry talent to ensure the employer's success. Utilize the extensive marine industry career, industry contacts and agency database to successfully place qualified marine and powersports industry professionals at all levels. Created and executed strategic plans to increase sales demand in response to the marine industry resurgence. Consultative selling approach to understand the ever-changing market and client demands. Pre-screen and conduct in-depth interviews of potential candidates (phone and in person). Consistently updating candidate database through industry contacts and social media outlets. Clearly communicate status of the recruitment process to both the client and candidate.



KEY ACCOUNT MANAGER – MARINE OEM STRATEGIC ACCOUNTS | DOWCO, INC | 2014 – 2015

Responsible to VP of sales for managing strategic MI and IN OEM accounts and \$4.37 million in sales. Increased total sales by 18% vs. previous year. Designed, implemented and executed successful long range account plans that resulted in two new strategic customers. Facilitated and lead a team of engineers, designers and product managers to further penetrate existing and new customers.



BUSINESS DEVELOPMENT MANAGER – OEM MARKETING AND SALES | MERCURY MARINE | 2012 – 2014

#1 US Salesperson in 2012. #3 US Salesperson in 2013. Responsible to Regional Business Director of sales for managing 18 strategic OEM accounts and \$165 million in sales in Washington, Oregon, Oklahoma, Arkansas, Indiana, Michigan, Iowa, Minnesota and Wisconsin. Successfully designed and implemented OEM marketing fund program. Propelled Mercury's exposure with strategic OEMs via successful design and implementation of custom web, catalog, and social media pages. Increased total sales by 30% vs. previous year. Identified problems

with current open market development process and refocused efforts which have improved business partnerships resulting in mutual growth for Mercury and OEM. Improved forecast accuracy by 10% (70% vs. 80%).



BUSINESS DEVELOPMENT MANAGER – DEALER NETWORK SALES | MERCURY MARINE | 2007 – 2012

#1 US Salesperson in 2011. Responsible to Regional Business Director of sales for managing 270 dealer and OEM accounts and \$30 million in sales in Ohio, Indiana, Kentucky, West Virginia, Tennessee, Virginia, North Carolina, South Carolina, and Georgia. Coached and advised dealers regarding company programs, requirements, advertising, co-op utilization, boat brand recommendations, warranty, product registration and systems. Utilized boat company representatives and Mercury Technical Account Managers to contract new dealer prospects. Designed and executed area specific programs to aid dealers in fulfillment of contract requirements and retail sales by analyzing engine and boat package purchases. Facilitated all-day PowerPoint product knowledge seminars for large groups of customers. Attended, consulted, and advised dealers and consumers at boat shows and open house events within territory. Conducted and executed in-depth market analysis on Pittsburgh, Indianapolis, Charlotte and Paducah marine trade areas for presentation to senior management.



HIGH SCHOOL MATHEMATICS TEACHER | HUSTISFORD HIGH SCHOOL | 2003 – 2007



ASSOCIATE LECTURER, MATHEMATICS | UNIVERSITY OF WISCONSIN - WASHINGTON COUNTY | 2006 – 2007



DOCK MASTER | NORTH POINT MARINA (ALIBI DOCK) | 2003 – 2006

Education

MASTER OF EDUCATION - PROFESSIONAL DEVELOPMENT | 2005 | UNIVERSITY OF WISCONSIN - LA CROSSE

BACHELOR OF SCIENCE | 2003 | UNIVERSITY OF WISCONSIN – STEVENS POINT

- Major: Mathematics and Education
- Minor: Business Administration
- Related coursework: Semester abroad to London, Spring 1998