

RICHARD G. PATE

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— DIRECTOR OF SALES & MARKETING —

Highly motivated and influential technical expert in utility and energy industry, applying more than 25 years of experience to the achievement of exceptional team performance, relationship management, and profits.

- Demonstrate expertise in business development, operations direction, process and systems improvement, program and project management, marketing, sales, fiscal oversight, and customer satisfaction.
 - Specialize in **visionary and strategic** application of Advanced Metering Infrastructure (AMI) systems, as well as **workforce development and training in emerging technologies and processes**. Provide product management through development, packaging, promotions, prospecting, presentations, pricing, contract management, deal closing, account management, channel management, and media and public relations.
 - Establish and optimize trust-based, high-value business relationships.
 - Perform technical needs assessments for customized client solutions.
 - Overcome objections and secure winning sales numbers in highly competitive markets.
 - Recruit, train, and motivate teams to surpass enterprise targets.
 - Identify and seize opportunities to expand business and catapult revenue.
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Regional Leadership • Strategic & Tactical Planning • Divisional Turnaround • Business Partnering
Market & Account Expansions • Consultative & Solution Sales • Technical & Creative Initiatives
World-Class Operations • B2B • Revenue Generation & Savings • Analysis • Forecasting • Ethics & Policy Enforcement
Talent Development • Goal Setting • Workforce Optimization • Benchmarking • Client Acquisition & Retention
Communications • Presentations • Event Planning • Vendor Management • Union Negotiations • Problem Solving

— PROFESSIONAL EXPERIENCE —

SENSUS, Pittsburgh, Pennsylvania • 2006 – Present

Leading global provider of AMI systems; water, gas, and electric meter products.

Marketing Manager - Electric Products: Demonstrate exceptional leadership through drive of marketing processes focused on sale of iCon electricity meter products and systems. Oversee development of promotional, advertising, and sales support materials, and manage and disseminate sales information. Facilitate development of technical manuals, develop product specification documents for preparation of RFI's and RFQ's, guide pricing plans, and manage internal and external **product** projects. Coordinate regional and national trade show and industry association meetings.

- Realized annual product delivery expansion of 83%.
- Facilitated increase in shipping of iCon electric meters from more than 390,000 to more than 7 million during tenure.

INDIANA & MICHIGAN POWER COMPANY, South Bend, Indiana • 2004 – 2006

Energy company encompassing American Electric Power service territories in Indiana and Michigan.

Manager, Distribution Engineering Department: Provided excellent direction of engineering operations of South Bend-Elkhart electric distribution system.

- Optimized 9 Distribution Engineers and 6 clerical Distribution Administrators, as well as service area involving 125,000 customers.

Manager, Distribution Line Department: Achieved outstanding oversight of round-the-clock operations of South Bend electric Distribution Line Department serving more than 75,000 electric customers and businesses in South Bend and Northwest Indiana. Guided 3 Line Supervisors and 23 Distribution Linemen, provided fiscal oversight, performed union contract management, and addressed customer needs and concerns.

- Led department with more than 225,000 annual man-hours **to first ever 1 year record of 0** lost-time accidents.

Additional career highlights include the following:

Project Manager & Advanced C&I Product Manager from 2002 – 2004 with Landis+Gyr, Inc., leading supplier of electric meters. Collaborated with manufacturing teams in preparation of products for production. Oversaw development, production and commercialization of meter pager technology. **Marketing lead** for internal and external teams focused on delivery of wireless solution products for use in **electric** metering business. Guided product team in technology roll-outs. Facilitated final development, testing, and production readiness of S4e pager module used in S4e C&I meter family.

Utility Customer Relationship Management Consultant from 2000 – 2001 with Convergent Group, E-commerce integration company serving utilities companies and government organizations. Established and meet project team and client expectations with focus on leadership of internal teams in development of Utility CRM Touch Point identification and documentation.

Owner & President from 1999 – 2000 with Pate & Associates, business consulting enterprise. Demonstrated entrepreneurial capability through establishment of **energy** consulting with large health care group representing 125 hospitals in Chicago area.

Senior Manager from 1997 – 1999 with Progeni, subsidiary of NiSource, utility holding company serving 4.1 million customers. Provided leadership in **energy** subsidiary engaged in mass-marketing of products and services for utility industry. Headed \$1.9M residential marketing pilot program in Northwest Indiana. Integrated new AMR technology and strategies into legacy system, created and implemented automated electric outage notification and customer response system, and expedited installation of more than 2,000 residential gateway devices. Drove market winning initiatives, resulting in product purchasing among 17% of pilot customers on first contact.

Principal & Director, Corporate Research & Development from 1996 – 1997 with NiSource. Optimized department researching new utility products and services. Provided justification analyses for AMR projects, directed and marketed AMR test pilot to 60 homes in Northwest Indiana, and collaborated with Home Security subsidiary in creation of utility marketing opportunities with security systems.

Principal & Director, Service Bureau Initiative from 1995 – 1996 with NiSource. Orchestrated marketing start-up group capturing new revenue through sales of services and products to other utilities. Led proposal team for service offerings to Rural Electric Municipal Cooperatives, local government municipalities, and Investor Owned Utilities. Sealed contractual agreement for first successful joint meter reading program in Indiana, resulting in profit margin of 46% in first year.

Manager, Customer Meter Reading Services from 1994 – 1995 with NIPSCO Industries (former title of NiSource). **Oversight** of \$1.6B annual revenue stream, transforming division from cost center to profit center. Led teams into **growth and development** opportunities for department while facilitating implementation of meter-reading projects. Oversaw 14 Supervisors and 175 union employees reading 1 million utility meters per month with 97% actual read rate. **Led development efforts** for first **Windows** pen-based hand-held meter-reading computer. **Facilitated department's corporate recognition and receipt** of award for ranking of No. 5 in U.S. for lowest cost per meter read.

Strategic Planning Analyst from 1993 – 1994 with NiSource. Created internal-external utility benchmarking database and tools, provided acquisition and financial analyses, and performed strategic scenario analysis and plan evaluations for NiSource's senior executives.

College Recruitment & Relations Coordinator from 1992 – 1993 with NIPSCO Industries. Marketed corporation to colleges and **graduating** students, managed corporate presence at college job fairs, **selected and directed** teams to recruit entry-level management at major **national** college campuses, and exceeded corporate diversity recruitment targets. Headed 14-month **corporate** orientation program for college recruits.

Additional positions include **Customer Service Supervisor, Meter Reading Supervisor, and Performance Engineer** with **NIPSCO Industries**; and **Adjunct Faculty Member** with **Ivy Tech State College** and **Purdue University**.

— EDUCATION —

M.B.A., University of Notre Dame, Notre Dame, Indiana

M.S., Human Resources Management & Development, National Lewis University, Lombard, Illinois

B.S.E.E.T, Purdue University, Lafayette, Indiana

TECHNICAL SKILLS: PC • MIS • Windows • NT • Lotus 123 • Microsoft Office • LAN / WAN • Database Management & Development • Hardware & Digital Circuitry