

Liz DeMarais

Liz DeMarais has an extensive track record of initiating strategic sales and marketing improvements that drive revenue growth and increase gross profit margins. The result has been consistently exceeding expectations with her clients, customers and distributor networks. Liz's sweet spot has always been new market development and penetration. This natural talent has gained respect and recognition penetrating target markets for manufacturers such as Donaldson Co., Pentair, Graco Inc. and Air Products as well as a broad base of smaller regional business.

Liz successfully accomplishes this with a refined process for gathering new market intelligence which has become a signature. It fosters prompt discernment of customer drivers and the tactics to engage those needs. This process ultimately and consistently leads to success. Additionally an acute ability to clearly define, communicate, delineate and execute wins respect and collaboration with her clients and customers alike.

Liz's success in market penetration and development of emerging market platforms facilitated designing national training curriculums and executing 300+ training programs. The two main avenues of training focus on F&B training and skills enhancement. The F&B training compliments new market development, assisting senior sales teams with the knowledge to penetrate the new markets as well as key market factors and trends to follow. Additionally the skills enhancements work instructing sales professionals, distributors and sales trainers how to enhance their natural sales ability to improve sales strategies, processes and tactics. Liz's sales training has primarily focused on industrial equipment and custom, made to specification, manufacturing and fabrication.

Liz has also been successful in the commercial branding, merchandising and packaging arena. In this capacity Liz has guided industrial distributor networks from being in the red and losing market share to profitability and consistent repeatable revenue growth. This is accomplished by gaining customer alliance, delineating market and logistics drivers and process improvements.

Liz's broad experience base began with 9 years in manufacturing. Liz began in product development transitioning into other roles including Inventory Management, ECO Coordination and Master Scheduler. During which she obtained her APICS certification. Liz led the way in manufacturing initiating and implementing new processes, facilitating computer training and conversions and lean behaviors. Liz's manufacturing background is instrumental in her ability to claim consistent GPM improvements throughout her career. Additionally Liz's manufacturing background fused with her sales and marketing experience gives Liz DeMarais a big picture, high level perspective for strategic planning and profitable revenue growth.