

William J. Mara Jr. (Bill), BSME, CEM

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Summary

MECHANICAL ENGINEER. CERTIFIED ENERGY MANAGER (CEM). Experienced Technical Sales Professional with 33 years (Since 1991) of professional experience developing and implementing technical solutions for industrial, commercial and public sector customers. Proficient interacting at all levels of a client's organization. Adept at managing the entire Marketing, Business Development, Sales and Project Implementation Process.

Education

Bachelor of Science in Mechanical Engineering | University of Alabama at Birmingham | August 1990

- Other university coursework: Marketing and Management courses while pursuing an MBA

Awards & Certifications

- **Certified Energy Manager (CEM)** – Association of Energy Engineers
- PCNRC Certified - Performance Contracting National Resource Center
- Nexus Energy Center – Green Tie Award Nominee
- Six Sigma Green Belt Certified – Honeywell International
- Honeywell Top Sales Performer
- Associated Builders & Contractors Excellence in Construction Award
- Alabama Power Company Marketing Award

Professional Organizations

- Association of Energy Engineers (AEE)
- National Association of Energy Service Companies (NAESCO)
- International Facilities Management Association (IFMA)

Professional Experience

Senior Account Executive | Energy Services & Building Systems | Birmingham, AL | 1999 – Present

- Business Development & Sales for Industrial, Commercial & Public Sector Customers in the Southeast
 - LED Lighting
 - HVAC
 - Building Automation & Controls
 - Compressed Air Systems
 - Other

Sales Engineer | Industrial Equipment | Mobile, AL & Birmingham, AL | 1991 – 1999

- Business Development & Sales for Industrial Customers in the Southeast.
 - Pump Systems and Related Equipment
 - Fan Systems and Related Equipment
 - Air Pollution Control Equipment

Job Responsibilities & Skills

- Business Development, Sales & Project Implementation in the Southeast
 - Responsible for the management of multiple internal and external sales and project teams.
 - Business Development & Marketing Teams – Identify, contact and qualify prospects
 - Sales Teams – Develop and manage customer relationships, present proposals, manage expectations, negotiate contracts.
 - Project Development Teams - Develop technical solutions for industrial, commercial and public sector customers.
 - Back Office Support Teams – Develop scope of work, pricing and the written proposal.
 - Project Implementation Teams – Implement energy management and building systems solutions for industrial, commercial and institutional customers.