

# 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.