



Jim Sulciner

LEADERSHIP • SALES & MARKETING EXECUTIVE • ENTREPRENEUR

Highly experienced in growth and leadership of start-up's to mid-size companies with an emphasis in recruiting, sales and customer relations. Most recently as CEO, Jim guided RTD Company through an acquisition by Measurement Specialties (NASDAQ – MEAS) at 7 times EMBITA. This culminates 25 years of experience in a variety of sales channels – direct, manufacturing representatives and distribution. Technical experience includes project management, ISO 9001 and lean manufacturing.

Overview of Achievements and Interests Include:

- Driving sales from the top down
- Revamping company literature and website – “drawing on the fly”
- Establishing long term OEM accounts
- Setting up manufacture representatives
- Developing north American distribution channels
- High efficient and dedicated inside sales and customer service team
- Strategic planning focused on achievable annual results

Career Experiences Include:

- Site Executive – Measurement Specialties
- President and CEO – RTD Company
- Vice President Sales – PediPals
- National Sales Manager – Burns Engineering
- Senior Marketing Engineer – Emerson Electric
- Project Engineer – GTE Government Systems
- Process Engineer – CTS Connector

Educated with a double major in Chemistry from the University of Minnesota, Duluth and Metallurgical Engineering from the University of Wisconsin, Madison, Jim also completed additional course work at Harvard University in marketing, organizational behavior and operational management. As a forward thinker, Jim has been successful in creating a company culture geared toward sales growth.

Personal interests include traveling, boating and sailing. Jim and his wife, Jan, have lived in Minnesota for the majority of the adult lives and have been married for 25 years. They have 2 daughters – one working at Harvard and soon to be attending the University of Minnesota Medical School the other a senior in Mechanical Engineering at Fairfield University.