

JACK SHEAHAN

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CAREER SUMMARY

Held positions in technical sales, marketing, energy analysis, and project management for a variety of companies in the energy service, electric utility, and manufacturing industries. Proven ability to research, analyze data, and uncover target markets. Have developed and executed sales strategies helping to attain corporate strategies.

EXPERIENCE

SHEAHAN GROUP, INC., Fort Lauderdale, Florida

President (2003 to Present) – Formed company to provide professional market solutions for small- to medium-sized companies that help increase sales and improve profitability, through outsourced regional management sales and marketing services and beneficial networking of represented companies.

NOVITAS, INC., Fort Lauderdale, Florida

Southeast Region Manager (2000 to 2003) – Coordinated sales activities of lighting sales agencies throughout seven southeastern US States for a line of lighting and HVAC controls. Strategically prospected and sold to key accounts within the region. Also regularly called upon Energy Services Companies (ESCO) to assist in project analysis and installation of Novitas products in their energy retrofit projects. Conducted sales and technical training throughout region. Upgraded the company's Lighting Expense Reduction Proposal (LERP) program to better meet end-use client and ESCO needs.

CMS VIRON ENERGY SERVICES, Fort Lauderdale, Florida

Area Sales Manager / Project Engineer (1998 to 2000) – Launched the sales effort for CMS Viron Energy Services' first Florida office. Assessed market potential, developed and implemented a sales plan to sell guaranteed energy performance contracting services to customers in the public and private sectors in Florida. Established and leveraged a network of market allies (i.e., consultants, design firms, vendors, associations, etc.) to increase market penetration. Once projects are awarded, performed engineering analysis of guaranteed project savings and costs.

HARRIS ENERGY SYSTEMS, Fort Lauderdale, Florida

Marketing Manager / Senior Energy Analyst (1997 to 1998) – Sold engineering services to clients in the Florida and Caribbean markets. Performed strategic sales planning, product development, pricing, proposal preparation, sales presentations, engineering, and contractor coordination. Also locally positioned company as an Energy Services Company (ESCO) provider. Developed an energy strategy plan for a new commuter rail system in Puerto Rico, and performed energy analysis studies for a variety of commercial clients.

FLORIDA POWER AND LIGHT COMPANY, Miami and West Palm Beach, Florida

Program Manager (1991 to 1997) – Managed FPL's Business Energy Evaluation program corporate wide. Performed product development, forecasting, strategic planning, target/budget setting and field personnel training. Automated administrative and field processes to reduce reporting time significantly. Promoted the program throughout the service territory by participating in trade shows, media opportunities, and presentations to numerous public and private service organizations. Developed a Tool Lending Service, and an Energy Information Clearinghouse, and produced special topic seminars for commercial and industrial customers. Participated on FPL's initial Internet web site design team, and on the State of Florida Innovation Investment Program selection committee.

Sales Analyst (1988 to 1991) – Analyzed the effectiveness of FPL's commercial/industrial demand-side management programs at a Division level. Acted as a liaison between the district offices and the General Office. Coordinated in-house training programs for district offices. Lead numerous quality improvement teams focusing on improving the marketing and sales processes.

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(Continued)

EXPERIENCE (CONTINUED)

FLORIDA POWER AND LIGHT COMPANY, Miami and West Palm Beach, Florida (Continued)

Commercial / Industrial Sales Representative (1986 to 1988) – Promoted FPL's energy conservation programs to commercial/industrial customers. Developed and maintained long-term relationships with these customers. Participated on three quality improvement teams.

Marketing Service Representative (1985 to 1986) – Promoted FPL's conservation programs to residential customers. Inspected vendor installations for program compliance.

THE GULFSTREAM HEALTH PLAN, West Palm Beach, Florida

Account Representative (1984 to 1985) – Sold medical insurance policies to companies in Palm Beach County, Florida. Developed materials to streamline the sales and underwriting processes. Performed numerous presentations to large company groups.

MCE SEMICONDUCTOR, West Palm Beach, Florida

Product Marketing Engineer (1983 to 1984) – Responsible for marketing a new line of standard integrated circuits. Produced price lists, product descriptive literature and manufacturing coordination forms. Assessed company's competitive position and maintained the competitive market library.

WESTINGHOUSE ELECTRIC CORPORATION, Jefferson City, Missouri

Marketing Representative (1981 to 1983) – Marketed a complete line of electric distribution transformers to investor-owned and distributor-served electric utilities through a national corporate sales force. Performed customer, distributor and field sales relations, strategic planning, pricing, promotional presentations, and design engineering coordination. Trained customers, market allies and field sales in technical and vendor evaluation. Coordinated an inventory reduction program.

Sales Engineer (1979 to 1981) – Negotiated product prices, evaluated competitive information, performed customer service, insured specification conformance, and scheduled engineering and manufacturing work orders. Acted as a liaison between the district sales offices and the design engineers. Also acted as a display van promoter, presenting product features and vendor evaluation to distributor-served electric utilities.

EDUCATION

B.S. in Chemical Engineering from the University of Virginia in 1979. Course electives included studies in psychology, biology and economics.

Continuing Education (1979 to Present) – Westinghouse training included courses in product training, sales, marketing, business concepts, price realization, and presentation skills. Florida Power & Light training included courses in sales techniques, marketing needs assessment, energy-efficiency practices, product development techniques, media relations, statistical quality control, computer skills and effective negotiating. CMS Viron Energy Services training included sales, market assessment, and effective management courses.

ASSOCIATIONS AND LICENSES

- Energy Services Coalition (Florida Chapter) – Member
- Florida Real Estate License – Real Estate Sales Associate

INTERESTS

Public speaking, travel, psychology, running, swimming, tennis, skiing, golf, boating, and art.

REFERENCES

Available upon request.