



Professional with 30 years experience in Marketing/Advertising industry. Coordinated and created various projects with numerous international, national, and regional clients ranging from healthcare to furniture and high-tech.

Since 2003 have focused company's efforts on working within the elevator industry and have handled various projects through Richards Advertising for that include: Brugg Lifting, Wurtec, and the Vantage family of companies, which consists of GAL Manufacturing, GAL Canada, Hollister-Whitney, Courion, Bore-Max and Elevator Controls.

#### **Accomplishments with Brugg Lifting:**

- As virtual marketing manager worked with Brugg Lifting North America Vice President and management to provide marketing expertise, direction, PR capabilities, and production/development of white papers, catalogs, ads, flyers, showroom graphics, website (UX and content)—Brugg Lifting, NA saw steady increase in sales from 2005-2013 to become #2 in sales in North American market.
- Organized team, coordinated production, and produced User Reference Bible for Brugg Lifting Europe describing and showing installation, maintenance and replacement procedures. Still used by company as teaching medium for sales force.
- Coordinated development of online app project for Brugg NA to provide customers with a way to evaluate elevator rope longevity (provided illustrations, content, oversaw work with programmers and served as client/developer liaison)—led to increase in hoist rope sales and engendered client goodwill.

#### **Accomplishments with GAL Manufacturing:**

- Working directly with VP Sales/Marketing, and NYC management, served as resource providing all marketing/sales materials, direction for website design and content population, tradeshow logistics, and Public Relations capabilities.
- Coordinated debut of new e-Hydro Controller, including creation of all informational materials for public and sales reps.

#### **Accomplishments with Vantage family of companies:**

- As company expanded, I worked to maintain an overall branded look while creating new sales/marketing content for all six divisions of Vantage.
- Assembled team, coordinated efforts, and provided graphic content and brand cohesion for new tradeshow booth for new brand debut.
- Responsible for e-mail marketing campaigns, planning media schedule with Elevator World and NAEC, and PR content.

#### **Professional Awards:**

Multiple national advertising/marketing award winner.

#### **Contact:**

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