
MICHAEL BAY

EXECUTIVE SALES LEADER | TALENT DEVELOPMENT EXPERT

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PROFILE

Visionary Executive with proven history of building top-producing teams, devising and implementing strategic initiatives to increase market share, and realize significant and sustainable revenue gains. Well-versed in new product launches, launching new markets, and developing innovative market penetration strategies based on detailed demographic and economic analysis. Focused talent manager and mentor with a history of grooming reports for succession and ascension.

EXPERTISE

STRATEGIC PLANNING & EXECUTION	MARKET ANALYSIS/PENETRATION	OPERATIONS & PROCESS MANAGEMENT
CULTURAL ASSESSMENTS/ASSIMILATION	BUDGETING & SALES FORECASTING	DRIVING TANGIBLE COST REDUCTIONS
LEADERSHIP & EMPLOYEE DEVELOPMENT	BUILDING STRATEGIC RELATIONSHIPS	CONTRACT & VENDOR NEGOTIATION
PRODUCT PIPELINE DEVELOPMENT	MULTI-LINGUAL: 4 FLUENT, 2 CONVERSATIONAL	BUSINESS PROCESS OPTIMIZATION

EXPERIENCE

LAFARGE AFRICA PLC

PARIS, FRANCE

COUNTRY MARKETING DIRECTOR

2015 – Present

Launched comprehensive, targeted mix of marketing campaigns for five key business units across emerging African market.

VALUE ADDED

- **Led shift in operational focus and reorientation** away from commodity-driven concepts to a solution-based, customer-centric model which further enhanced brand credibility and provided greater client satisfaction.
 - **Devised and led implementation of full solution models**, reducing customer inefficiencies by creating one-stop-shop retail models, cementing brand awareness and bolstering customer perception as a trusted partner.
 - **Retooled Route to Market strategy to optimize profitability**, leading to a forecasted **\$78M** EBIDTA by 2018.
 - **Rallied national industry experts to address and resolve concerns with product standards**, garnering support from both the Nigerian Society of Engineers and the Nigerian Institute of Builders.
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- **Developed and deployed innovative and established marketing models** into an emerging market by utilizing economic analysis, cultural awareness, and capitalizing on existing brand value.
 - **Spearheaded development of new trade marketing tools** to strengthen sales effectiveness.
 - **Designed marketing organizational structure**, identifying and defining relevant functions.
 - **Recruited new talent** to fill integral specialty roles and facilitate new operating model integration.
 - **Forged critical business relationships**, both with clients and respected national industry experts.

REYNOLDS AMERICAN, INC (RJ REYNOLDS)

WINSTON-SALEM, NC

SENIOR DIRECTOR – TRADE MARKETING, NORTHEAST REGION

2011 – 2014

Managed all sales performance and operational objectives across crucial New York Metro region in a competitive industry.

VALUE ADDED

- **Drove revenue growth to \$250M annually**, improving key metrics and increasing focus brand market share.
 - **Grew two flagship brands by a combined 5 share points**, spurring incremental sales growth of \$60M/year.
 - **Utilized extensive consumer marketing acumen to develop trade marketing strategies** which spurred market penetration, increased consumer brand exposure, and were modeled across other competitive markets.
 - **Championed comprehensive talent development programs**, leading to 11% regional succession rate.
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- **Led 78 person sales team in highly-competitive, key Northeast region**, to revitalize a portfolio of declining growth brands – leading to a significant market share growth.
- **Maintained and enhanced relationships with key partners**, including Core-Mark, McLane, HLA, 7-Eleven, Walgreens, Hess, and CVS to secure greater visibility and improve associate knowledge.
- **Implemented talent development initiatives** to provide mentor opportunities, leadership exposure, and channels to identify and groom future succession candidates for internal promotion.
- **Coordinated retail investment strategies** to deliver against aggressive sales revenue objectives.

MARKETING DIRECTOR – CONSUMER TOUCHPOINTS

2007 – 2011

Category leader in a core-consumer marketing role, tasked with devising, implementing, enhancing, and optimizing marketing plans.

- **Created business unit strategic plans**, leading vision and development for Camel SNUS and coordinating national launch initiatives, driving the brand to market-leading status.
- **Led product pricing, packaging, print media, and promotions** to establish strong market presence, reinvigorate legacy brands, and ensure optimal exposure to target markets/demographics.
- **Directed national marketing campaigns with \$150M+ budgets**, driving targeted efforts toward niche demographics within heavily regulated industry under intense federal oversight.
- **Built all critical elements of two new commercial platforms**, taking from conception to delivery, to supplement Camel master-brand, creating actionable commercial launch plans.

DIRECTOR – TECHNOLOGY COMMERCIALIZATION

2004 – 2007

Promoted into leadership role to leverage R&D and commercial background to commercialize intellectual property within B2B space.

- **Facilitated completion of international technology licensing agreements**, delivering proprietary technology to international markets and driving more than \$30M in royalties.
- **Managed operational aspects of international joint venture** with and Garbuio Dickinson Legg (UK) to commercialize industry-leading processing technology, generating revenue of \$2.5M/year.

BROWN & WILLIAMSON CORP (MERGED INTO RAI IN 2004)

MACON, GA

SENIOR MANAGER, PRODUCT DEVELOPMENT & R&D PILOT PLANT

1996 – 2004

Management of group fundamental research into smoke chemistries leading to the creation of a new harm-reduction platform within the tobacco industry. Led product-pipeline platform team that designed and patented over 80 commercially viable technologies that generated in excess of \$70 million in sales. Inventor and owner of 3 U.S. Patents (653296, 6598607 & D675516). Additionally, provided leadership for day to day operation of 120 man pilot manufacturing plant producing over 30 billion units in support of ongoing market efforts.

EDUCATION

MERCER UNIVERSITY
MBA – MARKETING & MANAGEMENT

MACON, GA

BOWLING GREEN STATE UNIVERSITY
MASTER OF SCIENCE - CHEMISTRY

BOWLING GREEN, OH

UNIVERSITY OF PORT-HARCOURT
BACHELOR OF SCIENCE – INDUSTRIAL CHEMISTRY

PORT-HARCOURT, NIGERIA

CRANFIELD UNIVERSITY
OPERATIONS MANAGEMENT EXCELLENCE

CRANFIELD, UK