

THOMAS M. LYGA

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SUMMARY OF QUALIFICATIONS

Customer focused Sales and Marketing Executive ♦ Proven success in championing business development from the ground up ♦ Significant experience developing technology-based commercial and residential marketing solutions ♦ Successful integration of marketing, sales, operations, and finance to exceed organizational goals ♦ Strong Channel Management success ♦ Strategic planning with tactical execution management style ♦ Experienced in Matrix Organizations ♦ Dynamic presentation skills ♦ Functional application of social media in the marketing arena

PROFESSIONAL EXPERIENCE

INDEPENDENT MARKETING CONSULTANT

2009 – Present

Sole Proprietorship DBA eMarketMyBiz.com

Provide marketing strategy and implementation with a focus on online presence for small/medium businesses and non-profit organizations. Emphasis is on effective website positioning, use of email marketing, social media, and ecommerce to enhance the marketing and sales functions.

- Developed operational business model for market segments and vertical markets
- Maximized existing resources to present cost-effective client solutions
- Leveraged WordPress Content Management System for effective and replicable market solutions
- Employed solution integration philosophy to optimize client capital expenditures

LEGRAND NORTH AMERICA, Syracuse, NY

2005 – 2009

Director of Business Development – Home Systems

Developed, initiated, and executed the business strategy to bring an acquired business to a core customer channel. Increased revenue from \$7.5 million to \$12 million within 3 years.

- Delivered complete business plan for On-Q/Legrand through the electrical contractor/distributor channel which exceeded company goals for operating income and outpaced market performance.
- Integrated Marketing, Sales, Operations, and Finance for effective implementation of the business plan utilizing existing resources which decreased costs.
- Created marketing strategy with a focus on the installer value proposition resulting in over 5,000 CRM contacts for electronic marketing activities.
- Coached and directed sales activities for the Legrand Electrical Sales Team, which leveraged the company's position for complementary up-sell electrical products.

PASS & SEYMOUR/LEGRAND, Syracuse, NY

1998 – 2005

Director of DataCom / Marketing Manager DataCom

Initiated product offering, marketing strategy, and sales/revenue plan for the Pass & Seymour/Legrand Network Wiring category.

- Created comprehensive product offering for efficient breadth of coverage that minimized inventory while offering a complete workable installation solution.

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- Developed / Executed Contractor Training Program / Opportunity Seminars for both residential and commercial installations resulting in over 2,000 trained and certified installers.
- Expanded DataCom product line from a Commercial offering to a Residential Home Systems offering leveraging the company position in the residential segment to break into new markets.
- Launched a parallel product strategy to enter the retail channel with a focus on consumers. This resulted in positioning the line at a major big-box as well as numerous cooperative hardware chains.

PANDUIT CORPORATION, Tinley Park, IL; Syracuse, NY

1988 – 1998

Senior Field Sales Representative

Managed sales territory for generalist product line, progressing into Data Communications Specialist Position in the Upstate New York Territory.

- Negotiated and secured facility-wide product specifications at numerous educational and corporate installations throughout New York State, resulting in top-performance sales growth 1995-1998
- Led the revenue growth in assigned territory for Data / Telecommunications Structured Wiring Networks.
- Managed customer base of Installation Firms, Telecommunications Consultants, Engineering Firms, and Distributors for positive sales growth.
- Achieved industry certification of BICSI Registered Communications Distribution Designer (RCDD).

OTHER RELEVANT EXPERIENCE

GUARDIAN PURCHASING, Rochester, NY

Sales Rep, Building Materials

WESTINGHOUSE ELECTRIC CORPORATION, Syracuse, NY

Inside Specification Sales, Electrical Products, Distribution and Control Business Unit

WESTINGHOUSE ELECTRIC SUPPLY, Syracuse, NY

Inside Distribution Sales, Electrical Products

EDUCATION

MBA / Marketing Concentration, Whitman School of Management, Syracuse University, Syracuse, NY

- 2011 Whitman School of Management Faculty Award – Academic Excellence in Marketing

BS, Industrial Distribution, Clarkson University, Potsdam, NY