

ANDREW L. COOK

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North American Growth Professional

with comprehensive experience in

FOREIGN START-UPS
TECHNICAL SALES
SALES MANAGEMENT
TERRITORY MANAGEMENT

AUTOMATION
ROBOTICS
MANUFACTURING
DISTRIBUTION

ETHICAL LEADERSHIP
MARKET PENETRATION
SKILLED NEGOTIATION
BUSINESS DEVELOPMENT

Entering the North American market is difficult for all companies. Finding the right partner with the knowledge and experience to create and implement a plan for growth is always the first step towards that growth.

I have been consulting & actively working with and for foreign-owned companies in the industrial automation and capital equipment fields for over twenty-five years. My experience includes all aspects of new business start-ups and business development. I have demonstrated ability to accurately analyze and identify market requirements and, following the corporate vision, set up realistic and functional plans to branch and revenue growth.

- How to best position your company and its products in this market?
 - Agents?
 - Manufacturers' Representatives?
 - Distributors?
 - Direct sales?

What is the best method?

- How can you extend the brand identity and hard-earned goodwill from your successful company to this new market?

If you're actively looking into these questions or if you are just starting to consider the North American market, please reach out to me to discuss.

I have developed and implemented profitable strategic plans based on the organization's mission, goals, and operational needs. I have consistently hit key indicators and have ensured financial objectives are achieved as per the plan and budget, delivering both short- and long-term results.

I am independently and internally motivated, able to work within corporate structures and yet keep an entrepreneurial spirit. I am comfortable working everywhere from the boardroom to the plant floor. People describe me as driven and persistent as well as honest and ethical. I firmly believe in setting clear, aggressive, reasonable goals and creating plans broken down into actionable items with deadlines.

I believe and hope that my experience and mentality should intrigue you enough to reach out to me. I am very interested in new opportunities and I look forward to answering any questions you may have.

Sincerely,

Andrew L. Cook

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GOAL

I am actively seeking a leadership position for an innovative company that can utilize my leadership, management, consulting, and technical & sales skills to contribute to profitable growth.

PROFESSIONAL EXPERIENCE - ACCOMPLISHMENTS

HIWIN. – Linear Bearings, Ball Screws, Motors & Drives

2021 – current

Regional Manager – East Coast

Hiwin is the world's largest manufacturer of precision ground and rolled ball screws. I took over the Mid-Atlantic region and put in place plan to hire new sales engineers and to better train stocking distributors. I doubled the number of quotes being issued and brought in new high-tech OEM customers.

APPLIED ROBOTICS. – Robotic and Automation components

2018 – 2020

Director of Global Sales & Marketing

Applied Robotics, Inc is a manufacturer of robotic end of arm tooling and automation equipment. I consulted for 9 months through Novafilium (see below) before accepting a hired position as Director of Sales/Marketing.

I was directly responsible for shifting global group marketing focus from multiple independent entities with separate and unrelated identities towards a single group entity with a synergistic offering and a unified message. My efforts also removed unnecessary and complicated barriers between internal groups. This fostered a new mentality of belonging and teamwork.

I had full budgeting and forecasting responsibility for both the sales & marketing groups.

I created and began to implement strategies to reverse a serious decline of global and national market share by strengthening existing relationships and fostering new ones with key integrators in Asia and other key regions for the automotive market and by finding new partners for the general automation market.

I coached, trained, and mentored veteran employees to improve their efficiency and increase the quantity and quality of customer quotations, follow up and follow through activities, and customer orders.

HEXELUS LLC. – Automation/Robotic Components

2016 – 2018

President

Hexelus is a family-owned importer/distributor opened in conjunction with Novafilium (below). Hexelus imports and resells automation/robotic components to many sectors including material handling, packaging, general automation, and aerospace. I created a pricing and discount strategies adequate for OEM and distribution sales for each of the various components. To achieve increased sales coverage across the nation, I interviewed and hired a national group of independent manufacturer's representatives and have actively sold and managed sales.

NOVAFILIUM LLC. – Business Management Consulting

2009 - 2018

Consultant – Self Employed

I opened Novafilium in December 2009 to assist foreign companies in penetrating the North American market. I was tasked with being CEO, COO, Managing Director, National Sales Manager, or advisor, depending on their specific needs of each of the Italian-owned branches. Typical needs for clients included creating and implementing strategic plans/budgets for growth as well as setting up and managing local assembly areas and creating & managing national sales networks. Notable clients include Losma, Applied Robotics (listed above), Elettrotec, and Nadella (listed below):

LOSMA INC. – Mist collectors and coolant filters for machine tools

- Losma desired to revamp their existing branch and increase sales. Active as VP and COO, and with full P&L responsibilities, I created and implemented new and proactive sales and marketing strategies for North America and for the various physical and organizational structures to support them. These changes were directly responsible for the tripling of sales over the six years.

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ELETTROTEC INC. – Fluid and Air sensing products (pressure, humidity, etc.)

- Given specific responsibilities including the establishment of a new branch with customer service, accounting, and inventory management. I also assisted in the creation of their distributor network. As GM, I had full P&L responsibility.

NADELLA INC. – Linear Bearings & Power Transmission components

- Novafilium was hired to contemporarily initiate a North American sales and marketing strategy for Nadella Inc. and to create and manage customer service, accounting, and inventory management. We also designed and set up a local assembly area allowing for lower importation costs and more value added sales. Collaborating with the Italian manufacturing and sales heads and utilizing my contacts and industry knowledge, Nadella sales grew by more than 35% annually.

ROLLON CORP. - Linear Bearings & Power Transmission components

1998 - 2009

Vice President/COO

In 1998, as minority partner and first and only employee, I put in place the groundwork to facilitate Rollon Corp's future growth. This included creating a full assembly department with appropriate machine tools and personnel. Responsible for the general management and profitable growth of US branch, under my leadership and through the hiring of quality personnel and aggressive strategies, Rollon Corp. grew steadily and surpassed targets 7 out of 10 years. In 2008, Rollon Corp. had almost 20 employees and had invoiced annual sales almost \$10,000,000 (compared to one employee and \$200,000 in 1995).

ROLLON SPA. (Italy) - Power Transmission and automation products

1995 - 1997

Director of Sales: North America

Rollon SpA hired me in 1995 to manage their North American market from the Italian headquarters near Milan. I worked with existing distributors and realizing their limits, assisted in creating a new strategy and plan to open a directly owned American Branch. I resigned in December 1997 to open and run the American Branch.

EDUCATION

CENTENARY COLLEGE, Bachelor of Arts Degree in Business Management (Magna cum Laude)	Hackettstown, NJ 2005
POLITECNICO DI MILANO 3 years Mechanical Engineering	Milano, Italy 1992 – 1995

PROFESSIONAL AFFILIATIONS

Officer, Losma Inc., (2010 - 2017), Board of Directors, Rollon Corp, (1998 - 2009)

COMMUNITY INVOLVEMENT

BSA Scouts: Den Leader, Pack 150 BSA Scouts (2017 – 2020), Committee Chair, Troop150 Boy Scouts (2007 - 2016)
Various volunteer activities

OTHER

Fluent in Italian
Speaker at many events including Automate, Assembly, and 3M Grinding & Deburring conference.

LINKS

Linkedin Profile: [linkedin.com/Andrew Cook](https://www.linkedin.com/in/AndrewCook)
Published Articles: [Considerations on Corporate Mission and Vision Statements](#)
Video Interview: [Design World at Pacific Design Show](#)