

# STEVE MCCRACKEN

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## VICE PRESIDENT OF LOGISTICS / BUSINESS DEVELOPMENT

### PROFESSIONAL PROFILE

- High-performing sales and operations management executive with expertise in building/optimizing organizational processes, measurement systems, and infrastructure to maximize business results in transportation, sales and operations.
- Skilled strategist who transforms strategic plans into workable solutions and benchmarks performance against key sales and operational targets/goals.
- Lean Six Sigma with extensive scope of responsibility, proven success, and track record of delivering optimal results in high-growth environments through initiatives that exceed operational performance targets and yield measurable outcomes:
  - Sales and operational improvements
  - Cost reductions through improved process performance
  - Productivity gains
  - Revenue growth

### AREAS OF EXPERTISE

- Cross-Functional Team Leadership
- Operational Process Analysis
- Strategic Business Development
- Sales & Marketing
- Oil Field Safety
- DOT Safety Compliance
- Efficiency Improvement
- Process Redesign
- P&L Responsibility
- Revenue Goal/Growth
- Financial Planning & Budgeting
- Six Sigma Methodology
- Contract/Pricing Negotiations
- Hazmat Material handling
- Intermodal/Rail
- Driver & Carrier recruiting
- Project Planning
- Customs Brokerage
- Over Dimensional & Over Weight Freight
- Expedited & Air Freight
- Bulk Transport Dry & Liquid
- Problem Solving
- Planning & Deployment of Operational Assets

### PROFESSIONAL EXPERIENCE

#### VP SALES & LOGISTICS, VP BUSINESS DEVELOPMENT

*Octane Logistics/BMC Bulk/GDS Express, Akron, OH, 2015 – Present*

- Responsible for annual sales growth, New Business Development for our asset based sister companies.
- Setting strategic direction in our vertical market positions
- Launched our bulk Oil & Energy transportation solutions
- Increased margins and revenues across all of our sister companies
- Key account development
- Lead our team of account executives and outside sales reps.
- Spearheaded process-improvement projects to ensure accurate, timely data delivery, reduced production expense, and effective relationships with regulatory organizations and vendors, resulting in:

- 98.9 percent on-time delivery
- Sales process improvements
- Reduction in vendor costs
- Safety & Regulatory Compliance
- Increased margin revenues
- Notable footprint in the Oil & Energy

- Gov Compliance with DOT, IFTA, FMCSA, IRP, HSE, SEC regulatory compliance, and training.
- Drive process improvements throughout the sales operation, as well as improving sales performance, policy issuance, billing, commissions, and customer service.

**GENERAL SALES MANAGER,**

*Ohio Tank Specialties International, North Canton, OH, 2015-2016*

- Created and implemented a regional sales model to sell and support truck-trailer parts for the oil and gas industry
- Increased profits over 45% increased
- Hired, trained, & led territory account managers
- Spearheaded the growth of more than 250 accounts
- Developed and maintained relationships with key accounts in the oil & gas industry
- Streamlined vendor relationships for inventory control & profitability
- Responsible for Marketing, Forecasting, Budgeting, P&L, Fleet Maintenance

**SR LOGISTICS ACCOUNT MANAGER, NATIONAL ACCOUNT MANAGER**

*FedEx Freight – FedEx Truckload Brokerage, Uniontown, OH, 2008 - 2014*

- Sold and Supported all modes of transportation solutions – small package, Over the road, Expedited, Flatbed, Intermodal, Air & Ocean freight
- Developed & maintained large vertical markets in North America
- Conducted in-person presentations for worldwide negotiations, and multi-national contracts to maintain existing business and secure future business
- Trained and mentored new employees across all FedEx Operating Companies
- Earned the FedEx President’s Club Award FY 2013-14 for exceeding sales revenue and margin goals by 22%

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**EDUCATION & ACCOMPLISHMENTS**

- Hondros College, Mortgage Finance
- University of Akron, Business Management
- Akron Machining Inst NC&CNC Machining / Programing
- Lean Six Sigma, Certifications
- TIA CTB, Certified Transportation Broker
  
- University of Akron Supply Chain Operations Management Advisory Board