

# MICHAEL MORAN

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## EXECUTIVE PROFILE

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Experienced, strategic, entrepreneurial senior executive with significant accomplishments in business development, company management, product development, enterprise wide business solutions and marketing. Respected by customers as a creative problem solver with the ability to work through complex business issues. Considered a business leader with a proven track record of bringing new products to market thus consistently increasing revenues and market share. Experience and expertise includes:

- Major National Account Development & Management
- Business Ownership, General Management
- Finance and Accounting
- Product Development, Introduction & Management
- Electronic & Structural Design of Automotive Test Equipment
- Sales Force Development & Training
- Marketing
- Strategic Business Planning

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## EXECUTIVE EXPERIENCE

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### **EXECUTIVE ACCOUNTS MANAGER**

2003-PRESENT

#### **Advanced Financial Solutions Inc.**

Advanced Financial Solutions (AFS) develops financial transaction and check processing and imaging software. Its products handle check processing, remittance processing, document imaging, archive solutions, and other functions for banks, government agencies, insurance companies, retailers, utilities, and other businesses that deal with high-volume transactions.

- Developed sales of a new financial software product introduction to NEW accounts with sales in excess of \$3,000,000 (gross profit margin) in the first two years.
- Developed \$27 million sales pipeline.
- Responsible for pricing solutions.
- Created and designed process solutions.

### **PRESIDENT & OWNER**

1980-Present

#### **Michael L. Moran & Associates, Inc. Worthington Ohio**

Sold and serviced financial equipment, software, and systems. Successfully managed over 1000 customers in the financial and retail industry. Major customers; Bank One, National City Bank, Key Corp, Federated Departments Stores, Wendy's International, McDonalds, and various state and city governments. Selected accomplishments include:

- Successfully turned around troubled business, improving sales and service in 17 months. Increased sales 800% in two years.
- Expanded product lines, from money counting machines to include ATM's, Bar Code Scanning Systems, Teller Systems, and supplies.
- Hired and trained sales force. Several team members attained national recognition with our major supplier. All performed at quota or above.
- Developed and nationally marketed, custom software applications utilizing bar code technology. Customers included Limited Inc., Paramount Parks, Disney, Six Flags, and Value City Department Stores.
- Developed and marketed bar code based remittance-processing systems, subsequently leading to the representation of Advanced Financial Solutions and the marketing of AFS Image Based Remittance Systems.
- Considered a proven leader in new product sales.

- Cash Vault Systems – Sold over 20 systems in first two years, in a limited territory; approximately \$2,500,000 in sales
- Cash Dispensing Systems - Sold over 45 installations in first year; approximately \$840,000 in sales
- Custom Bar Code Systems – Developed and sold over ten new custom applications in five years, adding five national customers. Achieved over 85% profit margins
- Remittance Systems - \$2.6 million in sales in first 15 months, 60% closure rate
- Started Ampersand Technologies in 1983 to develop Point of Sale Flat Screen Technology for Wendy's International. Managed product development to its conclusion.
- Sold core business in 2001 and continued to market and install bar code systems and remittance processing systems as an outside representative organization.

## **INDEPENDENT SALES EXECUTIVE**

1974-1980

### **Brandt, Inc., Watertown, WI**

The world's oldest and largest manufacturer of money processing equipment and systems. (Now De La Rue, Inc.) Outside sales representative, selling money processing equipment to the retail, financial, and vending industries.

- Exceeded sales quota every year and won multiple awards.
- Compensated on straight commission
- Responsible for 100% of expenses

## **SALES ENGINEER**

1972-1972

### **Midwest Aluminum, Kalamazoo, Michigan**

Manufacturer of close tolerance aluminum extrusions, providing raw extrusions, to finished parts to all types of manufacturing companies. Responsible for all high technology orientated clients.

- Co-engineered the design of various high tech components. Customers included Xerox, Teledyne Densco, FORD, GM
- Responsible for all tooling design, pricing, project profit, and sales
- Designed the luff track for Courageous, Americas Cup Winner

## **PROJECT ENGINEER**

1970-1972

### **Kal Equip Otsego, Michigan**

Manufacturer of electronic automotive test equipment. Designed hand held automotive test equipment, including electronic and chassis design.

- Partnered in the design of the first computerized auto engine analyzer and Engine Exhaust Gas Analyzer
- Implemented and monitored production lines for personally designed products.

## **EDUCATION**

Western Michigan University

**Bachelors of Science, General Business**

United States Air Force, Honorable Discharge

## **AFFILIATIONS**

Rotary International, Dublin, Ohio

International Fellowship of Flying Rotarians

Holds a current private pilot (instrument rating) license