

JIM TILLEY

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Accomplished professional with extensive expertise in sales, marketing, business development, communication, and organizational leadership. Consistent record of achievement and results delivering sales growth in competitive industries, new markets and with established accounts. Repeatedly demonstrated strong relationship management skills with customers. Leveraged relationships to grow existing accounts and capture new business. Experienced in:

- Sales and Marketing Management
- Creative Problem-Solving
- Strategic & Tactical Planning
- Advertising & Sales Promotion
- Project Management
- Communication-Verbal / Written
- Program Design & Implementation
- Planning / Budgeting
- Business Development
- Team Building & Motivation
- Database Management & Mining
- Marketing Plan Implementation

EXPERIENCE & ACHIEVEMENTS

DIRECTOR COMMERCIAL MARKETS AND END USE RESEARCH ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL

OCT 2008 – SEP 2009

Directed marketing efforts that included small industrial and commercial, schools, multifamily, food service, architects and engineers, lead generation, national accounts and managed Alagasco's Research and Demonstration Program. Consulted all markets on technology issues and managed our third party engineering support activities. Study natural gas and electric rates.

Principal responsibilities included:

- ✓ Development of both new client relationships and maintenance of existing relationships in architectural, engineering and construction industry. Consistent involvement with key principals in companies.
- ✓ Maintain and grow the commercial markets through programs designed to retain existing customers as well as solve technical issues that served as barriers to market entry. Use CRM to track leads.
- ✓ Identify and develop marketing strategies and support materials designed to capture larger share of market.
- ✓ Participate in research and demonstration activities designed to overcome competition from other fuels and equipment.
- ✓ Initiate and manage studies designed to provide in depth analysis of specific gas markets.

Notable accomplishments:

- ✓ Retained 3,500 meters that were at risk of going all electric in the multifamily market through targeting and relationship building.
- ✓ Participated in the design and construction of a \$2,100,000 remodel of a historic building which after 3 years of planning will demonstrate the latest in natural gas heating, cooling and food service technology. Building will be LEED Silver.

DIRECTOR COMMERCIAL MARKETS AND END USE RESEARCH ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL

OCT 2007 – OCT 2009

Directed marketing efforts that included small industrial and commercial, multifamily, residential markets, contractor markets, and managed Alagasco's Research and Demonstration Program. Consulted all markets on technology issues and managed our third party engineering support activities.

Principal responsibilities included:

- ✓ Maintain and develop strategies to increase heating, water heating and cooking saturation in all new residential construction in Alagasco's service territory.
- ✓ Identify and develop marketing strategies and support materials designed to capture larger share of market.
- ✓ Participate in research and demonstration activities designed to overcome competition from other fuels and equipment.
- ✓ Initiate and manage studies designed to provide in depth analysis of specific gas markets.

Notable accomplishments:

- ✓ Developed a methodology and market metric to measure saturation in residential marketing.
- ✓ Implemented a program to increase the installation of gas equipment on existing lines to boost saturation in the residential market. Builders responded and increased saturation in heating by 5%, water heating by 3% and cooking by 10%.

**MANAGER COMMERCIAL MARKETING AND RESEARCH
ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL**

JUL 2006 – OCT 2007

Managed marketing efforts that included small industrial and commercial and managed Alagasco's Research and Demonstration Program. Consulted all markets on technology issues and managed our third party engineering support activities. This position required travel and coordination with companies and people all over the US.

**MANAGER END USE RESEARCH
ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL**

OCT 2005 – JUL 2006

In a newly created position, managed the company's research and demonstration activities. These projects included local demonstrations as well as working with the Gas Technology Institute and Energy Solutions Center to bring the most up to date technologies to retain and grow natural gas volumes. This position required travel and coordination with people and companies all over the US.

**LARGE INDUSTRIAL REPRESENTATIVE
ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL**

JUN 2004 – OCT 2005

Managed all large industrial and commercial customer relationships in Tuscaloosa. Managed all contracts with major customers. Renegotiated contracts as needed. Converted equipment from other fuel sources to natural gas. Competed with all fuels to retain customers. Coordinated energy audits. Advised customers of energy efficient and cost saving technologies. Called on automotive, roofing, refinery, hospitals, universities and large laundry operations.

**SMALL INDUSTRIAL REPRESENTATIVE
ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL**

MAR 2003 – JUN 2004

In a newly created position, called on over 1,000 small commercial accounts statewide. Reviewed all accounts, recoded by SIC code, coordinated serving all new construction, completed equipment inventories at various plants, conducted energy analysis, and converted equipment from other fuels to natural gas.

OTHER EXPERIENCE

**ASSISTANT SUPERINTENDENT – OPERATIONS
ALABAMA GAS CORPORATION ✧ MONTGOMERY, AL**

JUN 1999 – OCT 2003

**DISTRICT MANAGER
ALABAMA GAS CORPORATION ✧ MARION, AL**

MAY 1997 – JUN 1999

**SUPERVISOR MATERIALS MANAGEMENT / BUYER
ALABAMA GAS CORPORATION ✧ BIRMINGHAM, AL**

MAR 1993 – MAY 1997

**SUPERVISING PURCHASING
TAURUS EXPLORATION (ENERGEN RESOURCES) ✧ BIRMINGHAM, AL**

JUL 1985 – JUN 1992

EDUCATION

Birmingham Southern College ✧ Bachelor of Arts in Accounting and Business Administration

MILITARY

Alabama Army National Guard Retired as Major Completed Ordinance Officer Basis Course, Completed Quartermaster Advanced Course, Completed Combined Arms Command Course, Completed OCS and Deployed to Desert Storm and Desert Shield, Commanded 715 Maintenance Company

REFERENCES

Upon Request