



# Aaron Friedman

Account Executive

## Contact Details

- 973.518.0743
- aaron@afriedman.net
- Rockaway, NJ
- linkedin.com/in/aaron-friedman

## Awards & Certifications

- NJ EMT and First Responder for over 20 years
- Certified Ambulance Documentation Specialist (CADS)
- Coaching the Emergency Vehicle Operator Instructor
- AHA CPR Instructor
- Hubspot Email Marketing Certified
- HubSpot Sales Management Certified
- HubSpot Sales Enablement Certified
- Hub Spot Inbound Sales Certified
- Hubspot Marketing Software Certified
- HubSpot Marketing Tools: Automation
- NYSWA Presidents Award 2020

## Skills & Competencies

- Netsuite
- Hubspot
- Salesforce
- QuickBooks
- Strategic Growth
- Sales & Marketing
- Leadership Training
- Change Management
- Business Development
- Enhanced Operational Skills
- Management Team Leadership
- Exceptional Communications Skills
- Operations & Personnel Management

## Education

Essex County College, 2009-2010  
Major: AS in Business

## Personal Profile

I use my 20+ years of first responder experience to guide my business approach. I keep a cool head and can quickly create a course of action with any available resources. As a salesperson, I excel at building and managing the relationship with my customers. These are skills I have developed while working with several different businesses while wearing multiple hats. I entered the exciting wireless industry in 2014 and have developed a broad spectrum of contacts, relationships, skills, knowledge, and views of the industry. I personally enjoy using my analytical skills to develop forward-thinking strategies. I have been able to bring sales numbers up by at least 15% - 25% consistently in all key metrics. It is what I enjoy doing - and what I will enjoy doing for you.

## Career Summary

### ACCOUNT EXECUTIVE- MID ATLANTIC- NATIONAL DAS SALES

ANS ADVANCED NETWORK SERVICES

March 2022- Present

- Acting as Mid Atlantic Account Executive for all Tower and Public Safety Relationships
- National Sales Manager DAS - Managed relationships with end users, partners and vendors

### WIRELESS BUSINESS MANAGER- NORTH EAST

WESCO/ANIXTER

February 2021- March 2022

- Managed North East Territory for all Wireless Products.
- Managed relationships with end users, integrators and vendors
- **HIGHLIGHTS:**
- Achieved 15% sales growth to budget for Northeast Market YTD from predecessors
- Managed all aspects of Wireless Sales for the North East Region

### VICE PRESIDENT OF OPERATIONS

Fifth Gen Media

May 2017 - February 2021

- Design and execute business strategies
- Develop and measure performance metrics for all departments
- Oversight of company operations - management, sales, strategy, and finance

#### HIGHLIGHTS:

- Increased sales YTD by 150%
- Personally brought in 25% of total company sales
- Reduced company production costs for a 28% increase in profit margin
- Personally produced and executed three virtual tradeshow using state of the art platforms, resulting in a new line of revenue for the company
- Managed the Publication of over 4 magazines, 18 webinars, 48 newsletters per year

### BUSINESS DEVELOPMENT LEAD & CONSULTANT

EMS Consulting Services

December 2011 - Present

- Act as primary website administrator
- Lead consulting reviews with customers
- Create and review agency policies and documentation
- Train and consult customers on proper techniques and guidance

#### HIGHLIGHTS:

- Acquired new customer accounts regularly
- Grew customer base by becoming a certified emsCharts trainer
- Achieved #1 sales rank consecutively for 2014, 2015, 2017, 2018, 2019 and 2020

### SR. BUSINESS DEVELOPMENT & GOVERNMENT SALES

Launch3 Telecom

March 2014 - May 2017

- Managed relationships with vendors
- Directed daily projects and warehouse teams
- Supervised payroll, recruitment, orientation and onboarding
- Oversaw sales process, all the way from payment to shipping

#### HIGHLIGHTS:

- Developed new verticals in untapped markets
- Achieved 18% sales growth to budget for Northeast Market
- Created and grew government sales division to \$1 million in revenue

## Volunteer Summary

### SAFER BUILDINGS COALITION

- Chair Member Advoc Group 2022- Present
- Chair Membership & Advancement Committee 2018-2019
- Co-Chair Community Affairs Groups 2019-2021

### NEW YORK STATE WIRELESS ASSOCIATION

- Executive Board Member- Vice President of Social Media and Strategic Partnership 2022- Present
- Board Member at Large - April 2020 to Present
- NYSWA Forum Operations Chair 2019
- NYSWA Forum Event Co-Chair 2021