

BRIAN ENSIGN

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PROFESSIONAL SUMMARY

Sales | Marketing | Product Management | Strategy | Operations | Technology | Sustainability

Executive leader with expertise in global-level sales, marketing, product management, strategy, operations, technology, and sustainability in the telecommunications and electrical industries. Ability to develop impactful relationships both internally and externally with all levels of management including top executives. Experience in leading service organizations with hands on understanding of operations that deliver top results, while maintaining costs below budget. Ability to foster a dynamic team environment across multi-functional groups through leadership, motivation, mentorship, and coaching. Proven capacity to be proactive, exercise good judgment, and make independent decisions.

CORE COMPETENCIES & QUALIFICATIONS

- Account Management
- Association Management
- B2B programs to drive sales growth
- BEAD and BABA programs with the NTIA
- Broadband products and market
- Business Development
- Business Operations
- Collaboration
- Competitive Insight
- CRM Tools
- Data-driven Insights to drive programs and market share growth
- Distribution and Technology Partner Management
- Executive Management
- Forecasting
- Inside Sales
- International sales and marketing
- Leadership Transformation
- Market Intelligence
- Marketing
- Marketing Communications
- Multi-Functional Team Leadership
- Operational Excellence
- P&L Management
- Product Management
- Project Management
- Research and Development
- Relationship Building & Management
- Sales Leadership
- Strategy Development and Implementation
- Sustainability and ESG programs internal and external to the organization
- Technology
- Trusted Advisor
- Visionary

Top Industry Designations and Positions:

- Elected BICSI (Building Industry Consulting Services International) Northeast Region Director (2008-2012), Treasurer (2012-2014), President-Elect (2014-2016), President (2016-2018)
- Industry Technical Positions with TIA, BICSI, IEEE, and NFPA
- Top industry professional designations from BICSI: RCDD, NTS, OSP, RTPM and CSI
- Board Chair for ASHB (Association for Smarter Homes and Buildings), 1/2022 – Current
- Board Chair for CCCA (Communications Cable & Connectivity Association), 1/2023 – Current
- NFPA 70 National Electrical Code Panel #16 voting member

Relationship-Building Expertise: Industry Relationships with associations, competitors, partners, professional associations / institutions (ASHB, ASTM, AVIXA, BICSI, CCCA, CSI, IEEE, NECA, NFPA, TIA), distribution channels, contractors, technology consulting firms, NASCAR and end-users. Relationships with NTIA (National Telecommunications and Information Administration) for Broadband Programs including BEAD (Broadband Equity Access and Deployment) and BABA (Build America, Buy America).

PROFESSIONAL EXPERIENCE

Nextivity, San Diego, CA **October 2024 - Current**

Vice President Sales, Americas, October 2024 – Current

Leadership of Americas Region (North, Central, and South America) and Sale Team (Regional Sales Directors, Sales Engineers, and REP Firms). Distribution and System Integrators management. Industry Representation.

- Sales growth of 10% within first year
- Completed restructuring to meet market needs

Superior Essex, Atlanta, GA **October 2011 – May 2024**

Vice President Marketing, July 2019 – May 2024

Supervised marketing, product management, inside sales, international sales, and sustainability programs. Leadership of multi-functional teams. Corporate planning and strategy. Industry leadership. Partner management

- Successful launch of internal and external sustainability programs with \$50M new sales
- Growth of NASCAR B2B sales program by 120%
- Increase of International Sales by 250%

Vice President – Demand Creation & International, February 2018 - Jul 2019

Led business development and account management. Leadership of Demand Creation Team (Globally). Distribution / Channel management. International sales. Executive Management Team

- Development and launch of NASCAR B2B program
- 100% spec position increase and brand call out
- Distribution channel increase of 120% of goal

Director – Global Accounts Sales / Sales, October 2011 - February 2018

Led Global Accounts End-User, Distribution and Specification Sales Team. Eastern Region Sales Team. Supported sales organization with technical programs, development, and customer meetings across all product lines.

- Eastern Region sales increase of 125% of goal
- Distribution channel increase of 150% of goal
- Contributed to increase of spec position by 200%

Legrand, New London, CT **May 2008 – October 2011**

Director – Training and Technology

Leadership of Training and Technology teams. Global responsibility for sales engineers and design program. Industry representation. Partner management

- Successful launch of new contractor and technology consultant programs

Leviton Voice & Data, Bothell, WA **April 2001 – May 2008**

Director – National Accounts (V&D Division), January 2005 – May 2008

National account management of Graybar and ADI. Created and managed Specification Sales and National Accounts Team. Industry representation. Partner management

- Established programs with Graybar and ADI to support achievement of 150% sales goals

Senior Project Scientist, Marketing Programs Manager, April 2001 – January 2005

Leadership of technical marketing activities. Development and launch of Specification Engineer program.

Intertek Testing Services / ETL Semko, Cortland, NY **June 1993 – April 2001**

Staff Engineer, Global Cable Products Testing Group

Leadership of cabling products testing team and programs. Industry representation.

EDUCATION

Bachelor of Science in Electrical Engineering Technology

SUNY Polytechnic Institute, Utica, NY

1991 - 1993

Associate in Applied Science in Electrical Technology

Tompkins Cortland Community College, Dryden, NY

1989 - 1991