

Kevin McWhite
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Summary **Thirty plus years of ownership and management responsibilities as well as professional residential and commercial electronics sales experience. Partnership, management and sales experience with multiple audio/video integrations corporations.**

- Areas of Expertise**
- Business Development and Marketing
 - Systems Design and Engineering
 - Sales Management and Goal Planning
 - Personnel Management

Experience JCS & Associates LLC / Capstream Technologies 2009 to Present

Partner/Manager/Director of Sales and Marketing

Worked jointly to develop and initiate an initial long term business development strategy to primarily serve technological needs of the health care, educational and hospitality business communities.

Responsible for management of sales and marketing to:

Develop and present new business strategies to ensure successful, sustained growth of audio/video integration services.

Responsible to introduce Capstream Technologies to past clients while establishing new relationships with new healthcare, education and corporate clients.

Responsible to coordinate internal functions to expand corporate appeal to new clients.

Developed plans to integrate skills with associate business managers to lessen the financial burden of excess employees while broadening areas of corporate accessibility.

Accentuate business exposure by forming relationships with architectural and engineering firms.

Veraview LLC 2004-2009

Partner/Manager/Vice President for Sales

Merged Delaware Audio Visual Audio/Video Integration Service into Veraview in July of 2004. Increased annual revenue from \$700,000 to \$4,000,000 over a 4 year period.

Responsible for identifying and targeting potential clients matching company capabilities.

Managed a small "niche oriented" start-up business with an emphasis on becoming a successful multi-capable technology company.

Planned, advertised and managed the implementation of expanded sales and marketing plans.

Evaluated, selected and marketed correct products for a diverse market to ensure continued success.

Developed procedures to determine adequate return on investment in an ever changing market.

Hired and trained professional sales representatives to speed up and expand exposure in select markets.