



Ethan Marshall

APEX RENTAL

Vice President, Sales

Education

Louisiana State University

Master of Business Administration - Operations Management

University of Massachusetts Lowell

BSME, Mechanical Engineering

Achievements

Apex Rental

- Implemented operational overhauls, reducing delivery times by 20% and significantly decreasing operating expenses.
- Developed a strategic sales plan and a customer relationship management system that increased annual sales by 30%.
- Negotiated a major contract with a leading construction company, marking the largest single sale in the company's history.

Machinery United

- Introduced a new sales strategy that focused on building long-term relationships with key clients, leading his team to exceed their annual sales targets by 15% for three consecutive years.

Industrial Solutions Inc.

- Implemented an advanced inventory management system that increased warehouse efficiency by 25%.
- Renegotiated contracts with suppliers, leading to a significant reduction in procurement costs.

Background

Ethan grew up in Bedford, New Hampshire, and was an active leader at Bedford High School. After showcasing a keen interest in business and leadership, he went on to earn his MBA from LSU, specializing in Operations Management.

Starting his professional journey in the industrial equipment industry, Ethan initially served as an Operations Specialist. With a keen eye for process optimization, he swiftly climbed the corporate ladder to the role of Regional Sales Manager.

At Machinery United, Ethan's impact was profound. He crafted and introduced a sales strategy that not only met but consistently exceeded annual sales targets by a considerable margin. This success was driven by a unique approach that emphasized long-term client relationships and targeted key accounts.

His next chapter at Industrial Solutions Inc. was marked by his strategic prowess in operations. Here, Ethan implemented an advanced inventory management system that streamlined processes and increased warehouse efficiency by an impressive 25%. Furthermore, he spearheaded contract renegotiations

with major suppliers, achieving notable reductions in procurement costs and boosting the company's bottom line.

Ethan's contributions to the industry reached new heights when he joined Apex Rental as their VP of Sales. At Apex, he championed a series of operational improvements that led to a substantial 20% reduction in delivery times. His introduction of innovative sales strategies and processes resulted in a significant 30% uptick in the company's annual sales figures. One of his standout achievements at Apex was securing a groundbreaking contract with a leading construction firm. This deal was not only the largest in the company's history but also set a precedent in terms of business development and strategic partnerships.

Recognizing the importance of talent development, Ethan also introduced comprehensive workforce training programs at Apex Rental. These initiatives were instrumental in bolstering employee skills and led to a notable 15% decrease in staff turnover, fostering a more skilled and loyal workforce.

Reason For Leaving	Extensive travel requirements
Current Compensation	\$200,000 + target bonus = \$250,000+
Strengths	Strategic sales, problem solver, good judge of character, tenacity, always work to exceed expectation, passion for staff development
Weaknesses	Impatience, may over analyze

Evaluation of Behavioral & Motivational Styles

DiSC & Motivators Assessment

Ethan tends to judge others by their ability to achieve the bottom-line, concrete results that he expects from himself. He also scores like those who have the ability to detach emotionally from important decisions, and reach a judgment based on objective analysis of the facts.

He is generally direct, positive, and straightforward in his communication with others. Being able to "tell it like it is" can be a great asset, especially when coupled with a calm, objective presentation style. Others on the team may look up to him due to his diligence and sense of authority.

He leads others by showing accountability for his own work, and expecting others on the team to do the same. This will generally be welcomed by team members, as they will realize that he is not asking more of them than of himself.

His pattern of responses indicates that he scores like people who are hard working, industrious, and resourceful. This comes in part, from his high ability to be patient, as well as to roll up his sleeves and lead others toward finding solutions.

Others may perceive him as determined, analytical, and very independent in his thinking. Those who score like him tend not to be persuaded by the newest gadgets and gimmicks, instead making their decisions based on facts and results. He may sometimes find himself in the minority on an issue, but since his opinion is based on factual analysis, his side may often win out.

He is naturally curious, usually willing to try his hand at any challenge. This is a strength that can impact the team in positive ways, perhaps motivating others to try new ideas or approaches. While he may not be the first to take up the reins, he is likely to embrace a task, roll

up his sleeves, and stick with it until the work is done.

Ethan scores like those who find satisfaction in hard work and individual action, rather than motivating others to achieve. At the end of the day, he may measure achievement by what has been done, rather than the number of people on board. Due to his high degree of patience, he may neglect to discipline or correct others along the way, perhaps choosing instead to complain in private, after the fact.

He tends to remain unruffled in conflict situations. This means, Ethan has the ability to maintain a higher level of patience than others on the team, and to direct the team back to the task at hand by performing, rather than dictating. In addition, he has the potential to reassure and calm agitated team members, allowing them to consider alternative viewpoints.

Behavioral Style: Finisher

Finishers demonstrate a high interest in quality control behind the work being done. Finishers show an amazing ability to focus on results, and maintain their own accountability on processes. Because Finishers have a high opinion of the quality of their own work, they can either do a task themselves or politely take back a delegated task so that it's done correctly. Finishers operate at a high efficiency and appreciate acknowledgement and rewards for their efforts.

Key Behavioral Insights

- **Personal direction:** Sets goals, works the plans, and gets things done.
- **Strengths offered:** Sets clear goals, plans the work

and works the plan, and reaches the intended target

- **General characteristics:** Able to lead by demonstrating, not simply delegating.
- **Contributions to others:** Pulls their own weight, and rolls up sleeves to make progress.
- **Getting along with others:** Focuses on results and how to achieve them; neutral in picking sides.
- **When stressed:** May delegate less and become more self-contained.
- **Keep in mind:** May not verbalize all concerns or seek guidance.
- **Additional:** A goal-setter with high follow-through; great ability to lead by demonstrating; may not voice all concerns.

Details of Ethan’s Motivation

Aesthetic - Average

He will balance himself between creative alternatives and practical approaches without being extreme in either dimension.

Economic - Average

He will balance himself between being satisfied with what he has and a need for more.

Individualistic - Very Low

He appreciates what others bring to the table and may be apt to become the unsung hero of any project or team.

Power - Average

He can mediate all available ideas without an excessive need to control outcomes.

Altruistic - High

He connects personally before connecting professionally and are always willing to lend a hand.

Regulatory - Low

He believes there’s always another way when the current situation changes or roadblocks are apparent.

Theoretical - Very High

He has an excessive need to uncover, discover, and recover the truth and will spend the necessary time to learn it all.

This assessment is provided by Assessment Standards Institute (ASI) with verifiably objective testing and reporting that meet standards set by the American Psychological Association (APA) and the Equal Employment Opportunity Commission (EEOC). This battery of tests is both voluntary and verifiably transparent to ensure this assessment’s professional merit and scientific accuracy for the user. The full report is available upon request for HR purposes.