

# AARON WHITE

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## PROFILE

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***Over 18 successful years of experience in the Audio/Video/Recording Industry specializing in Sales, Marketing, Account Management, Business Development, Negotiations and Client Relations***

- Achieve success through unique team building techniques, organization and intuition as well as bringing the right labor mix together and ideas to fruition
- Perform well in hectic environments involving high volume negotiations and deadlines
- Acquired regional and national recognition for industry expertise, product knowledge and integrity

## EXPERIENCE

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Regional Sound and Communications, Dallas, Texas

2001-Present

### **Senior Account Executive • System Design**

- Developed contacts and oversaw consultation with clients, consultants, architects and general contractors
- Researched and prepared bid proposals, designed and/or consulted on A/V systems for schools, hospitals, churches, civic centers, performing arts centers and corporate boardrooms nationwide
- [Utilized knowledge of sound system design programs such as Ease and diagnostic programs \(Smaart and Smaart live\)](#)
- Project managed on-site installation and oversaw development of documentation materials
- Followed up with clients ensuring project satisfaction

Marketing Concepts, Austin, Texas

1999-2001

### **Regional Sales Manager**

- Built and maintained a client base of dealers, contractors and consultants encompassing the territory of East and West Texas, and all of Louisiana
- Facilitated exponential territory growth and expansion, quadrupling in income within a 2-year period
- Engaged clients at highest strategic level; acted as primary 'go-to' resource for all support-related issues
- [Made field visits to over 200 dealerships and contractors representing various professional A/V manufacturers](#), including Mackie Designs, EAW, Crest Audio, BeyerDynamic Microphones, Fujitsu plasma and projection systems, ASPI Digital (acoustic noise and echo cancellation systems), Phonic Ear (assisted listening devices), Vega Wireless (wireless intercom systems), etc.
- Focused on total system integration and solutions for the A/V contracting business
- Authored reports for management, which tracked projected vs. actual revenue and contract wins; analyzed report findings and provided improvement recommendations
- Selected and cultivated new dealerships, negotiated terms of agreements, outlining responsibilities of both parties

Pro Audio Sales and Service, Austin, Texas

1993-1999

### **General Manager**

- [Custom designed ergonomically friendly recording studios and sound systems](#) for churches, museums, schools, facilities, offices
- Conceptualized company from initial stages of need in the industry through the acquisition phase
- Provided sales through a hand picked staff, regional recognition and national recognition through a website—[www.decibeldoc.com](http://www.decibeldoc.com)
- Acquired product line, including over 30 brands of professional audio equipment
- Created and set deadlines for completion of assignments, motivated and directed team toward achieving goals and objectives
- Established cooperative spirit by developing channels of exchange for expertise, communications and resources
- [Doubled sales consecutively for the first four \(4\) years, continued increase in sales by 20% per year](#)
- Effectively secured industry placement and recognized regionally and nationally as an expert with superior product knowledge in the field of recording studio and sound system design; made field visits, precisely targeted mailings and aggressive follow-up
- Provided customers with the newest technology and proved its worth to their business; customized product/buying programs
- Planned and prepared budgets, forecasts, Pals, sales reports and provided bids and estimates
- Provided expert witness testimony in the field of audio recording technology for several police departments in Fifth Federal District courts (Beaumont, Texas)

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Texas Tornados–World Tour, a Grammy Award-Winning Musical Group, Overseas/USA 1992-1993

**FOH Engineer • Stage Manager**

- Supervised recordings; performed equipment troubleshooting on malfunctions; analyzed problems and implemented effective solutions including technical adjustments and minor repair work
- Maintained highest possible production standards and met established deadlines

Sixth Street Studio, Austin, Texas 1983-1992

**Chief Engineer • Studio Manager**

- Recorded, engineered and produced over 90 record albums and CDs and 100s of jingles for TV and radio
- [Produced numerous audio post-production industrial videos for companies like IBM, Austin American-Statesman](#), Miller Beer and audio post production for series of TV shows for Texas Parks and Wildlife

**EDUCATION:** B.S. in Communications, Brooklyn College, New York City, New York

**AFFILIATIONS:** Audio Engineering Society, NSCA–National Systems Contractors Association, NAMM–National Assoc. of Music Merchandisers

**COMPUTER:** Knowledge of both PC and Mac environments