



Tony is a Partner with Harvest Business Advisors, LLC. He has 25 years experience in market / business development, sales & marketing management and executive roles. He brings proven skills in selecting target markets / customers, designing go-to-market strategies, and working effectively within a budget along with problem solving, strategy planning, process optimization, and implementation effectiveness. His team-oriented, collaborative style enables him to affect positive change in the organizations he has worked in and consulted with.

Specifically, here are some of his achievements:

- Produced 31 new customers in 12 months ranking him in the top 15 within IBM's national sales force.
- Increased sales from \$13 million to \$24 million at TTC, a telecom equipment company.
- Early in dot.com bust led shift in market focus from telecom to defense for The Sente Group resulting in new contracts with Rockwell Collins, Raytheon, General Dynamics, and ITT Defense.

After starting his career with IBM, Tony held sales, management and executive roles at TTC (now JDSU), The Sente Group and Tescom USA. This background provides Tony with experience in large (\$500+ million), medium (\$50 to \$500 million) and small (less than \$50 million) companies with products & services targeted at a variety of markets.

In his roles and with clients, Tony quickly diagnosis sales organizations to make sure they are aligned with the business and focused on producing optimal results. His sales experience has been shaped by IBM Sales School, "Conceptual Selling", "Strategic Selling" and "SPIN Selling". His clients also benefit from his Marketing, Channel Sales, GM and Executive experience.

Tony is a member of the Technology Association of Georgia, serves on the board of their Business & Technology Alliance society, and is a committee member for the annual Excalibur Awards.

### Areas of Specialization

- Sales & Marketing Organizational Diagnoses
- Implementation of Sales Processes and Training
- Target Marketing & Prospecting Strategies
- Business Development
- Service Offer Development

### Education

- The Pennsylvania State University, MS, Mechanical Engineering
- The Aji Network, Sales / Business Professional – Two-year Course
- The Aji Network, post-graduate work on Leadership, Entrepreneurship & Innovation

**Tony Rushin, Partner**

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