

# Robert J. “Bob” Wieners

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## PROFESSIONAL SUMMARY

Results-driven sales professional with 40+ years of progressive leadership in technical sales, major account management, sales engineering, and product division leadership in test & measurement instrumentation, semiconductor validation, aerospace, telecom, and automotive sectors. Proven track record of driving multi-million-dollar revenue growth, building executive relationships, developing strategic roadmaps, and delivering complex technical solutions. Expertise in P&L management, cross-functional team leadership, competitive positioning, and innovation aligned with customer technology needs. Now focused on fractional sales leadership, advisory, and consulting engagements with B2B technology companies. Under the right circumstances I would consider a full-time assignment.

## CORE COMPETENCIES

- B2B & B2C Sales - Territory Management, New Business Development, Lead Generation & Prospecting
- CRM (Salesforce, ACT! and GoldMine) - Contract Negotiation & Closing - Stakeholder Management
- Technical Product Demonstrations - Account Retention - Quota Attainment - Revenue Growth
- Forecasting & Pipeline Management - Customer Relationship Building - Solution Selling

## PROFESSIONAL EXPERIENCE

### **Tektronix Inc. - Senior Major Account Manager** January 1997 - September 2019 (*Retired*)

- Consistently achieved or exceeded 100% of quota, qualifying six times for the Tektronix Master's program (*top 10% of sales force*) and earning Executive Master status.
- Responsible for sales and account growth at major semiconductor, military, aerospace, and telecom customers; accelerating adoption of advanced oscilloscopes, logic analyzers, spectrum analyzers, and automated test systems.
- Developed multi-year account strategies aligned with customer technology roadmaps, engineering requirements, and procurement cycles; cultivated executive-level relationships across R&D, operations, and program management.
- Led complex, high-value opportunities in mixed-signal, RF, and high-speed digital test solutions; collaborated with marketing product management and field applications teams to deliver rigorous technical proposals and demonstrations.
- Influenced long-term test platform decisions through competitive analysis, technical presentations, and application-specific consulting.
- Delivered accurate forecasting, pipeline management, and quarterly business reviews; identified new programs and business units to expand market footprint.

### **UEi Test Instruments - Senior Manager, Automotive Products Division** March 1993 - January 1997

- Achieved >200% year-over-year revenue growth for three consecutive years under my leadership.
- Directed strategy, product portfolio, and multi-year growth for automotive test and data acquisition solutions; held full P&L responsibility. Served as primary technical/strategic interface for key customers.
- Led cross-functional teams (*engineering, product management, sales, marketing, manufacturing, quality*) to deliver automotive-grade hardware, firmware, and software.
- Built and managed executive relationships with OEMs, aftermarket suppliers, and technology partners; secured major programs and long-term collaborations.
- Oversaw product roadmap, innovation, and technology planning aligned with industry standards and market trends. Developed private-label test products for diagnostic tool suppliers.
- Enhanced execution through process improvements, performance metrics, and operational best practices.
- Inventor on two U.S. patents: US 5923161 A (*Graphical Display Device*) and US D401519 S (*Digital Testing Instrument*).

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## **Tektronix Inc. - Sales Manager, Eastern Channel Partners** January 1983 - March 1993

- Increased channel partner revenue by 50% year-over-year for three consecutive years.
- Managed distributor/reseller networks across Eastern U.S. for oscilloscopes, spectrum analyzers, multimeters, and accessories.
- Trained partner sales teams on products, positioning, and applications; conducted joint calls and demonstrations.
- Monitored performance, pipeline, and forecasting; implemented actions to meet targets.
- Coordinated regional marketing, promotions, and lead generation.
- Provided market feedback and intelligence to corporate teams.
- Collaborated on automotive-specific products and applications.

### **Area Sales Manager** (*progression within period*)

- Exceeded annual targets by >15% year-over-year.
- Directed regional sales for oscilloscopes, logic analyzers, spectrum analyzers, and automated systems, managed sales engineers, service reps, and telemarketing staff.
- Supervised telemarketing staff and coordinated regional presentations/trade events.
- Managed 50,000 sq. ft. regional office, demo equipment, inventory, and logistics.
- Developed forecasts, territory plans, and business reviews to achieve revenue goals.

### **Sales Engineer** (*earlier in period*)

- Exceeded annual targets by >25% year-over-year.
- Supported sales of oscilloscopes and automated systems to major Boston-area customer in engineering/R&D/manufacturing.
- Delivered demonstrations, presentations, training, and application support.
- Collaborated on proposals, configurations, and competitive evaluations.

## **Fluke Corporation - Sales Engineer / Field Applications Engineer** December 1979 - January 1983

- Provided technical support and demonstrations for electronic test instruments to engineering, manufacturing, and industrial customers.
- Assisted in defining needs, proposing solutions, and integrating equipment.
- Developed automated test applications using FORTRAN, Pascal, and BASIC.
- Delivered training, seminars, and competitive evaluations.

## **Teledyne Philbrick - Test Engineering Manager, ATE / Functional Test** → **ATE Design Engineer, Group Leader** → **Semiconductor Test Supervisor** → **Mil/Aero Test Technician** September 1973 – December 1979

- Progressed through roles managing ATE/functional test for hybrid ICs, analog modules, and Mil/Aero products.
- Led design/integration of custom automated and manual test systems/fixtures; ensured Mil Spec compliance.
- Supervised teams, improved yields, conducted failure analysis, and maintained high-reliability processes.

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

- Wentworth Institute of Technology, Boston, MA - Electrical Engineering Coursework (*Full-time, 1973–1974*)
- Northeastern University, Boston, MA - Computer Science Coursework (*Evening Division, 1974–1979*)
- AAIM (Association for Applied Industrial Management) - Management & Supervisory Development Program (*Brandeis University, 1974–1979*)