

Donnie Bischoff

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ABOUT ME (Resume attached at end of document)**1. Current Focus**

I currently operate as an independent business development consultant, working with owners and leadership teams to evaluate sales performance, define growth priorities, and build structured go-to-market strategies.

My work is centered on bringing clarity and structure to how businesses operate. That includes identifying gaps in execution, improving pipeline visibility, and aligning sales efforts to revenue and profit objectives.

At the same time, I am open to the right leadership opportunity.

I am selective in that process. It has to be a fit on both sides. I am looking for an organization where my experience aligns with the business needs, and where there is a clear opportunity to contribute, build, and drive measurable results.

2. How I Evaluate an Organization

When I step into a new organization, the first thing I evaluate is culture.

I want to understand the attitude of the people and what's driving it. Are they engaged or just going through the motions? Are they genuinely positive, or is it coming from a lack of structure and accountability? On the other side, if people are frustrated, I want to understand why. Is it compensation, lack of recognition, poor leadership, or misalignment in how the business is being run?

I don't look at culture as a surface-level concept. I look at what's underneath it. You can have a team that appears "happy" because there's no discipline, and that's not sustainable. You can also have a team that's engaged because they're winning, they understand expectations, and they feel part of something organized and structured. Those are very different environments.

The same applies to frustration. A team that's working hard without recognition or direction will burn out quickly. That's not a people problem. That's a leadership and structure problem.

For me, culture is directly tied to how the business operates. You can be disciplined, structured, and accountable while still creating a strong, positive working environment. In most cases, the best cultures come from clarity, consistency, and shared success, not from relaxed standards.

3. What I Consistently Find

The most consistent issue I find is a lack of documentation.

There is no clear org chart, no defined roles or responsibilities, no structured business plan, and no documented goals. Expectations may exist in conversation, but they are not written, aligned, or consistently understood across the organization.

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Without documentation, everything becomes subjective. People operate based on their own interpretation of what was said or what they believe is expected. That creates inconsistency, confusion, and misalignment across teams.

More importantly, without documentation, there is nothing to hold people accountable to. There is no standard to reference, no baseline to measure against, and no structure to reinforce. At that point, performance becomes difficult to manage because there is nothing concrete to anchor it to.

In my experience, you do not have a truly organized business without documentation. It is the foundation that supports clarity, accountability, and consistent execution.

4. How I Approach Performance

Revenue starts with a clear understanding of the value proposition.

Every organization has one, whether it's based on inventory, price, service, responsiveness, or expertise. The issue is not whether it exists, it's whether it is clearly defined, owned, and consistently executed. Teams that perform understand their value proposition and sell into it. They do not overstate it, and they do not undersell it. They communicate it clearly, confidently, and consistently.

Performance builds directly off that foundation. The value proposition has to be translated into how it is articulated to the customer. Not inflated, not diluted, but positioned in a way that is direct and credible.

From a pipeline standpoint, it starts with knowing your customers and staying close to what is coming. Opportunities need to be identified early, documented, and managed with discipline. A structured pipeline requires defined stages, set by leadership, so that opportunities are consistently evaluated and progressed. Without that structure, the pipeline becomes inconsistent and unreliable.

The biggest gap I see between high-performing teams and inconsistent teams is the absence of a shared model. In underperforming environments, success is individual. You have people winning, but no clear understanding of why, and others struggling with no clear understanding of why not.

Consistent teams operate differently. They follow a defined go-to-market approach rooted in the company's value proposition. Individual salespeople bring their own style and strengths, but they operate within the same framework.

Consistency comes from a shared model and a clearly defined value proposition. Inconsistency comes from independent approaches and a lack of alignment.

5. My Standards as a Leader

I expect professionalism first.

That means being punctual, prepared, and carrying yourself appropriately in front of customers and internally. You represent the company in every interaction. If that baseline is not there, nothing else matters.

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Professionalism is what makes someone coachable. If someone cannot maintain that standard, they are not taking the role seriously.

A strong sales professional operates the same way. They are coachable, they understand the go-to-market strategy, and they take ownership of their development. The best people do not rely solely on what they are taught. They invest in learning on their own, improving their skills and expanding their knowledge beyond what is required.

Accountability is often misunderstood. It is not about winning or losing. It is about how you operate.

It means following defined processes, whether that is CRM discipline, pipeline management, or how meetings are conducted. It means being honest about where things stand, asking for help when needed, and being clear when something is not understood. It also means maintaining ethical standards and taking responsibility for your role in the outcome.

In my environment, accountability is measured by professionalism, adherence to standards, and honesty in execution. Results follow from that foundation.

6. How I Lead Day to Day

My involvement is driven by what is necessary to move the business forward.

There are responsibilities as a leader that happen behind the scenes. Not every conversation is visible, and not every decision is simple. Part of my role is handling those situations while maintaining alignment with the team and keeping their best interests in mind.

Day to day, I stay accessible. If a rep needs me, I take the call. I also schedule time in the field, working directly with the team through ride-alongs, deal reviews, calls, and team meetings. That time is intentional and tied to performance, not just activity.

I stay hands-on where it matters. That includes reinforcing goals, aligning the team to the go-to-market strategy, and making sure everyone understands what we are trying to accomplish as an organization. How each individual executes within that framework is up to them. I encourage individuality, but it operates inside a consistent structure.

The strongest performers use me effectively. They are direct, honest, and bring me in with purpose. I am not there to manage every situation or solve avoidable problems. I am there to support when it creates leverage, whether that is helping move a deal forward, providing input, or addressing something that is not working.

Most of the best ideas do not come from me. They come from the field. My role is to listen, extract what is working, and apply it across the team.

7. Channel & Business Perspective

What most companies misunderstand about channel relationships is often reduced to a cliché.

“Relationships matter” gets said, but it is rarely defined correctly.

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It is not about personal relationships outside of work. It is about professional respect and the ability to be candid. Strong channel relationships are built on the ability to have direct conversations, including calling out when something is wrong. That level of candor only exists when there is mutual respect between the manufacturer and the channel.

The most effective relationships allow for closed-door conversations where both sides can speak openly about challenges, risks, and pressure. That does not mean operating with different messages or being secretive. It means creating space for honest dialogue so issues can be addressed directly, without creating unnecessary friction in the broader organization.

Formal programs, metrics, and reporting structures are necessary, but they are not what drive the relationship. They provide a framework for discussion, but without trust and candor, they have limited value.

Channel relationships break down when trust erodes. That typically happens when decisions are made without communication, when changes are introduced without context, or when intent is not clearly explained. Not every detail needs to be shared, but the “why” behind decisions must be communicated. Without that, alignment breaks down quickly.

A channel produces when there is alignment, trust, and clear communication. Without those, it may function on paper, but it will not perform at a high level.

8. Consulting Approach

When I come into a business, most of the time it’s not that things are completely broken.

What I usually see is people wearing too many hats, no real onboarding, a lot of siloed knowledge, and no clear way to scale.

Those things are tied together. If people are wearing multiple hats, then growth depends on finding someone else who can do the same thing. Those people are unicorns. They don’t exist. If you’re waiting on a unicorn to walk through the door, you’re going to be waiting a long time.

The issue is not effort. It’s structure.

What I do is take what’s already happening in the business and turn it into something that can actually scale. That starts with extracting how the business really operates, not how it’s supposed to operate, and turning that into clear roles, expectations, and a defined way to execute.

Documentation is part of that, but it’s not the outcome. The outcome is clarity.

Once there’s clarity, you can hire for execution, not guesswork. You’re no longer relying on one person to carry multiple functions. You’re building a system that people can step into and perform within.

My approach is hands-on at the start. I spend time inside the business, pulling information out of leadership and the team, identifying where things break down, and putting structure in place so the business can grow without relying on individual heroics.

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9. Results & Impact

When I come into a business, one of the first reactions is concern around accountability. There's a perception that structure and documentation will feel like a "big brother" system.

What actually happens is the opposite.

People feel more empowered. They feel like they have a voice. When roles, responsibilities, and expectations are clearly documented, individuals understand what they own and how it contributes. That alone creates a level of recognition and clarity that most teams don't have.

You also see a major shift in how meetings operate. Before, there may be a lot of conversation, but it's not always organized or productive. After, meetings become structured. People show up prepared. Conversations are more focused. Outcomes and next steps are documented. Everything ties back to a defined goal, so the work has purpose, not just activity.

Another key change is how results are handled.

Results are discussed in an unbiased way. If the outcome is strong, we look at why it worked so it can be repeated. If the outcome is negative, we don't take it personally or avoid it. We break it down, understand what happened, and pivot.

That shift matters.

Instead of negative outcomes creating frustration or hesitation, they become learning opportunities. The team knows how to respond, how to adjust, and how to move forward with confidence.

The overall impact is a more organized, prepared, and aligned team that understands what they are doing, why they are doing it, and how to improve consistently.

10. What Sets Me Apart

I understand people.

Not just at a surface level, but the psychology behind how people operate in different environments. There's a difference between the psychology of operations, the psychology of selling, and the psychology of leadership. Each one requires a different approach, and understanding that is what allows you to lead effectively.

I also understand how to connect with individuals without creating favoritism or an inner circle.

You can build trust and have real conversations without turning it into a clique. That balance matters. If you become too approachable, people stop taking you seriously. If you become unapproachable, you lose the candor you need to actually run the business.

I operate in the middle of that.

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People are comfortable being direct with me, and at the same time, expectations and standards don't move. That balance allows for honest conversations, better decision-making, and stronger alignment across the team.

It's not easy to maintain. It requires discipline, experience, and a clear understanding of how people think and respond in different situations.

That's the difference I bring.

11. About Me Video

<https://www.youtube.com/watch?v=HTxCRWRtMts>

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EXECUTIVE SUMMARY

Strategic Sales & Operations Executive with 15+ years driving revenue growth, market expansion, partnership-led initiatives, and team performance across diverse B2B sectors including industrial automation, energy, construction, and technology/SaaS. Proven success leading cross-functional teams, managing multi-million-dollar P&Ls, and executing multi-channel strategies that deliver sustained profitability.

Experience operating within manufacturer-driven channel environments, aligning global suppliers, distributors, and field sales teams to drive coordinated growth across multi-region and national account structures.

Combines executive insight with hands-on leadership, aligning sales, services, marketing, and operations to strengthen customer relationships, improve forecasting accuracy, and scale performance. Builds data-driven sales systems, advances CRM adoption, and transforms analytics into clear actions that drive accountability and growth.

Trusted by executives, suppliers, and customers alike for developing high-performing teams, optimizing go-to-market execution, and leading engineer-to-order (ETO) and technical solution sales across complex national and global markets.

CORE STRENGTHS

Strategic Sales Leadership & Revenue Growth	P&L Management & Financial Accountability
Go-to-Market (GTM) Strategy & Business Development	Forecasting Accuracy & Data-Driven Decision Making
Channel Strategy, Partner Alignment & Distributor Development	Sales Operations, CRM Optimization & Pipeline Management
Cross-Functional Alignment (Sales / Marketing / Operations)	Performance Coaching, Recruiting & Team Development
National Account Expansion & Multi-Site Customer Growth	Supplier & Global Partner Alignment Across Channel Networks
Organizational Change & Scalable Growth Initiatives	Custom-Engineered Sales Expertise
Industrial, Automation, Energy, and Tech / SaaS Sectors	Executive & Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Independent Consultant – Business Development | Louisville, KY

Jul 2025 – Present

- Partner with business owners to evaluate sales performance, marketing efforts, and competitive positioning, identifying opportunities for growth and partnership opportunities.
- Define business goals, challenges, and market priorities, creating a clear path forward aligned with revenue and profit objectives.
- Develop and document sales processes and go-to-market strategies tailored to client resources, customer mix, and financial targets.
- Advise leadership on prioritizing short- and long-term initiatives, ensuring alignment between teams and available bandwidth.
- Present findings and recommendations to executives and sales teams, providing clarity, direction, and actionable growth strategies.

Director of National Accounts | GCG – Automation & Factory Solutions – Chicago, IL

Jan 2025 – Jul 2025

- Developed and executed growth strategies for Toyota, Ford, GM, and Berry Global, engaging plant-level C-suite, engineering, and operations leaders to secure buy-in, budgets, and supplier alignment for national expansion.
- Collaborated with global suppliers to align joint initiatives, strengthen ecosystem value, and accelerate enterprise account penetration.
- Created and implemented an internal program that mobilized account managers to participate in national growth strategies, improving coordination and performance.

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Director of Sales | C&E Advanced Technologies – Miamisburg, OH | A GCG Company

Jan 2022 – Jan 2025

- Revenue Responsibility: \$80M
- Team Size: 3 Regional Sales Managers, 28 Account Managers
- Coverage Area Responsibility: IN, OH, KY, TN
- Carried a 15%+ annual growth target while balancing corporate and supplier objectives.
- Built comprehensive business plans and developed go-to-market initiatives based on supplier strengths, customer diversity, and time-to-market requirements.
- Directed and developed a team of Regional Sales Managers and sales representatives. Performed hiring, training, restructuring, and coaching to ensure performance against growth targets.
- Leveraged cross-functional resources in engineering and operations, driving alignment and cooperation with sales initiatives.
- Partnered with suppliers and executive leadership to align programs, secure budgets, and expand key customer relationships to strengthen market position.
- Directed growth initiatives across global leading manufacturers' facilities and sites. Includes engaging plant-level C-suite, engineering, and operations leaders to secure executive buy-in, budgets, and supplier alignment for national expansion.
- Managed automation programs across Fortune 1000 manufacturing networks, building executive relationships across multi-site operations and regional leadership teams.

Regional Sales Manager | GCG Parent: C&E Advanced Technologies – Miamisburg, OH

Oct 2018 – Jan 2022

- Owned a \$45 M regional portfolio, representing over half of company revenue, with a minimum 15 % growth target.
- Developed and executed regional business plans with forecasts, milestones, and account strategies; regularly presented results to executives, suppliers, and sales teams.
- Directed a team of 13 sales representatives across KY, Southern IN, and Southern OH. Performed hiring, training, coaching, and making personnel decisions to sustain high performance.
- Built and reinforced supplier partnerships through joint sales calls, training sessions, and collaborative growth initiatives.
 - Launched innovative engagement programs, including the “Focused Technology Series” traveling trade show and the “Conversations in Automations” video series, to strengthen brand presence, foster networking, and drive sales initiatives.

Sales & Marketing Manager | Guardian Retention Systems – Louisville, KY

Aug 2017 – Oct 2018

- Built and implemented the company's first structured sales program, creating a foundation for growth.
 - Designed and launched the company's website, graphics, and marketing collateral, ensuring products and services were clearly presented to prospects.
 - Expanded the company's footprint into new states and markets, strengthening presence and generating new revenue opportunities.
 - Developed a professional brand identity and messaging that elevated the company's credibility with customers and suppliers.
 - Represented the company through sales presentations and market development, opening doors with new clients and positioning the business for long-term growth.
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Continental Field Systems – Savannah, GA

Nov 2009 – Aug 2017

Business Development Director (2015 – 2017)

- Partnered directly with executive-level leadership at nuclear and power-generation companies, including Constellation Energy and Florida Power & Light, to launch multi-million-dollar service and equipment programs across multiple facilities.
- Expanded the company's footprint into international markets and new U.S. energy sectors, including nuclear (e.g., Exelon Nuclear) and natural-gas power generation.
- Recruited and managed a network of independent (1099) contractors, establishing sales coverage in new geographies.
- Developed and executed corporate business plans and revenue goals, aligning departmental resources to meet aggressive growth targets.

Sales & Marketing Manager (2013 – 2015)

- Developed and executed the company's go-to-market strategy, aligning sales activities with growth targets.
- Trained sales representatives on professional selling skills and customer engagement approaches to improve close rates and market expansion.
- Created and implemented a sales estimating program, teaching reps to understand project costs, timelines, and financial impact so they could sell with full credibility.
- Developed, designed, and launched the company's first professional marketing approach, establishing a stronger and more credible presence in the market.

Sales Representative (2009 – 2013)

- Built new customer relationships across a four-state territory while maintaining and growing existing accounts in the power-generation sector.
- Expanded sales within fossil and nuclear power plants by identifying opportunities and delivering tailored solutions and represented the company at trade shows and industry events to generate leads and strengthen brand presence.

Hidden Hollow Construction – Bardstown, KY

Jun 2003 – Nov 2008

Project Manager | Field Supervisor

- Managed multi-million-dollar construction projects from planning through completion, delivering on time and under budget. Supervised and trained field crews of up to 20 employees, overseeing daily operations, safety, and progress meetings. Estimated project costs and timelines while reading and communicating blueprints and requirements, coordinating directly with site owners and field teams to achieve project goals.

EDUCATION & CERTIFICATIONS

Graduate AHTD: Future Leaders Program

AutoDesk AutoCAD Level III

COMMUNITY & ASSOCIATIONS

YMCA Basketball Coach

Bullitt County Youth Football Coach

Base: Louisville, KY — Operating on Eastern hours — Open to relocation or heavy travel throughout the Eastern U.S.