

# WILLIAM H. INGRAM, BSCE

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## **OBJECTIVE**

Key Sales and Marketing position with a progressive customer focused process equipment company, in the water and waste water industry. Utilizing proven leadership, effective communications and motivational skills to improve the performance of the company.

## **QUALIFICATIONS**

**BUSINESS MANAGEMENT** - Successfully owned and operated a Small Business for (11) years. The key success factor was recruiting the best candidates for the job, employing team relationship among all employees and maintaining customer focus. Our slogan "don't mistake activity for accomplishment".

**MARKETING SKILL** - Developed promotional programs that increase sales in niche industries. Created and implemented policies to guide and manage independent sales reps. Managed several Rep Councils.

**SALES MANAGEMENT** - Responsibilities included recruiting, training, motivating and the supervision of 100 plus independent sales representatives as well as 25 direct sales. Always focusing on closing orders.

**TRAINER/MOTIVATOR** - Designed and implemented several Rep National Sales Meetings and many customer technical seminars in the field. Proficient in getting preferable Specifications with Consultants.

## **EXPERIENCE**

**VICE PRESIDENT** - Liquid Dynamics Corporation (LTM) Saint Charles, Illinois **May 2000 to Dec 2009**  
Responsible for Sales Marketing and Production of the Patented JetMix Vortex Mixing Systems.

**VICE PRESIDENT** - Capital Controls Company (Whice Division) Colmar, Penna. **April 1998 to April 2000**  
Managing and operating a separate division that was acquired by Severn Trent (parent co) First phase of the Delaware Valley Plan of new acquisitions to increase market share in the USA.

**FOUNDER/OWNER** - Whice Services Ltd (independent Rep) Lansdale, Penna. **Mar 1987 to April 1998**  
Owned and operated an independent Rep firm handling sales and service of mechanical equipment and systems to the municipal and industrial market. Territory included PA, NJ, DE, MD and parts of VA.

**USA DIV MANAGER** - Capital Controls Company (manufacturer) Colmar, PA. **Sept 1981 to Mar 1987**  
Administration and P & L responsibility all USA business. Annual Sales volume \$30 Million. Successfully built the most technically qualified rep force in the country. Taking market share from market leader.

**SALES ENGINEER** – Caton Waller & Assoc's (independent Rep) Annapolis, MD. **Jan 1979 to Sept 1981**  
Direct Sales to municipal and industrial customers in (5) Northeast States. Annual sales \$1.5 to \$2.0 Mil.

### ***PROFESSIONAL ACCOMPLISHMENTS***

- Built a Sales Agency from inception to \$2.0 million in annual sales volume
- Received “TOP GUN” sales award for sales at 185 % of the 2<sup>nd</sup> year quota
- Served as the Rep Council Chairman for three consecutive calendar years
- Increased sales revenues from \$403K to \$696K to \$917K after purchased.
- Developed effective sales policy manual for representative management
- Analyzed market potential & identified targets for implementing growth

### ***EDUCATION:***

TEMPLE UNIVERSITY - Philadelphia, PA  
Bachelor of Science in Civil Engineering

GROVE CITY COLLEGE - Grove City, PA  
Mathematics major and Aerospace Sciences

VILLANOVA UNIVERSITY – Villanova, PA  
Business administration and Corporate Law

K-TRAINING – Princeton, New Jersey  
Sales Management and Sales Recruiting

AMERICAN MANAGEMENT ASSOCIATION  
Business Planning and Cost Accounting

### ***PROFESSIONAL MEMBERSHIPS***

W W Operators Associations in PA, NJ, DE, NE, SC, WI, IL TN  
Rural Water Association in PA, MO, Water Environment Fed  
Instrument Society of America and the IPEW Association

### ***SEMINARS TAUGHT***

Rural Water Chemical Feed Seminars in (6) cities in Pennsylvania,  
Honolulu Hawaii, Murfreesboro TN, Clearwater Florida, Broward  
Florida, Fondulac WI, University of MD. (including CL2 Chemistry)

# **WHICE SERVICES CO / LTD / DIVISION**

## **HISTORY**

### **1983 WHICE SERVICES COMPANY**

Small business founded by the Owner William H Ingram as a sole proprietorship. Promoting motivational speakers at National Conventions and Marketing Shows.

### **1987 WHICE SERVICES LTD** (name change)

Incorporated in October in the State of Pennsylvania as a Chapter S Corporation. Founder and Owner William H Ingram is the former United States Manager of the USA Company Division of Capital Controls Company of Colmar, Pennsylvania. Began operating the company as an exclusive independent Manufacturers' Representative, with three (3) principal product lines.

**1989** Added six (6) principal product lines and entered the Municipal Market. Built a strong customer base supplying waste water treatment equipment such as gas feeders, pumps, dry feeders, Ultrasonic flow meters and various types of Instrumentation.

**1990** Company expansion included the addition of four (4) new product lines for both of the markets, Industrial and Municipal. Increased personnel from two (2) to four (4). Continuing to build the customer base with equipment sales, while investigating Process Systems lines.

**1992** WHICE SERVICES was sought out by several process lines and began to pursue the Systems Market. Offering total service to clients such as Engineering design assistance, equipment supply, installation, inspections and startup services.

**1993** Purged four (4) non-productive product lines and took on five (5) new process lines: John Meunier for complete headworks, Pureflow Filtration Systems, Carus Ozone Systems, Ellis DAF Systems and Powell Gas Scrubber and Odor Control Systems.

**1996** Expanded to (14) principal component and system lines with five (5) employees. Main office in Lansdale with two (2) inside sales people and one (1) serviceman. Field Sales Offices in Gettysburg and Gilbertsville with one (1) salesman each office. Future expansion plans include one (1) additional field salesman for Southern New Jersey and one (1) salesman at the main office.

### **1998 WHICE SERVICES DIVISION** (name and ownership change)

Company acquired by the Capital Controls Group of Severn Trent USA April 1998. The main office then moved to Colmar, PA. One (1) salesman was added to cover the Southern New Jersey territory as well as the State of Delaware. Coverage later expanded to include Eastern Shore Maryland, and the State of Virginia as well as Washington DC metro area. Additional lines added in 1998 included, Semblex, Minworth Systems and Ultra Dynamics. Further expansion was planned for the coming year of 1999.