

Professional Profile – Joe

My grandfather was an immigrant who ended up being a pipefitter in the Kansas City area. Like most blue---collar workers of that era, he had an innate ability to fix anything and everything. Luckily for me, that mechanical aptitude somehow made it into my genetic code, and I have been able to meld those abilities with educational pursuits into a career path. My first employment out of college was in sales and marketing with Black and Decker promoting the DeWalt tool line. My job was to utilize direct event marketing, where we would literally get tools into the hands of end users and convert contractors one by one.

I then took a minor shortcut into the computer industry, working in sales for Gateway. It was interesting to learn about the science of computers and, because Gateway happened to be a really good marketing company, it gave me insight into how people purchased.

I then went into business for myself as a General Contractor. I remodeled and rehabbed houses before HGTV made it overly popular. I have done plumbing, electrical, drywall, kitchens, bathrooms, and everything in between. I may have stayed in this line of work forever except for one thing: I started to have children. And for those of you who have had to purchase personal life insurance for a family, you know what I mean.

At this point I got back into the sales and marketing side of things. I started working with United Heating and Cooling. This was a great stop because I could see the effects of how marketing could impact business and provide a direct result. Lead generation was critical, not only for company business, but for my family's paycheck. My role was mainly on the sales side of things, but I had hoped to move more into a marketing role over time.

When I got the opportunity to get back into the marketing business full time, I jumped at the chance. And that brings me to MarketingXchange. My emphasis here is to serve the building and trades industry, because I understand how important it is to have a constant flow of new business. It's really exciting to be a part of a company that is innovative and thinks ahead while still relying on the marketing principles of yesterday.

Education

Bachelor of Business Administration with an emphasis in Marketing

Pittsburg State University, 1994

Lifestyle

On a personal level, I exhausted all of my luck when I won the lottery the day I met my wife Brandi. We have been blessed with three beautiful, somewhat well-behaved children. I'm old enough to have been alive when both the Chiefs and Royals have won world championships, so it's ingrained into my soul to root for them until the day I pass. I also root for Kansas basketball, but that's pretty much a birthright if you are born in Kansas. In addition, I try to have the greenest lawn in my neighborhood and the most obnoxious display of Christmas lights on my house. Yep, I'm THAT guy!