

# Curtis Mullin, MBA

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## CAREER SUMMARY

- Award-Winning Sales & Business Development Leader with extensive background in government contracting as well as driving business turnarounds, developing high-performance teams, and achieving multimillion-dollar sales growth across defense, aerospace, automotive, and engineering industries in both military and civilian sectors.*
- Led a team of 6 direct reports across the US, managing a \$20M budget, achieving over 11% annual target overdrive through strategic leadership and turning around DATATRACE to increase sales from \$4.3M to \$6.4M.*
- Recognized for revitalizing a legacy brand during tenure as Sales Director, as well as boosting month-over-month bookings by 113% through proactive customer interactions, education, and support.*
- Transformed a struggling 18-state territory, achieving 175% of the sales plan and consistently outperforming annual quotas by 150% through innovative strategies and dynamic presentation skills.*
- Excelled in an inside sales role at Hewlett Packard Enterprise, successfully completing the HP Sales Academy and consistently ranking among the top 10 sales specialists for 4 consecutive months by exceeding sales targets and driving corporate goals.*
- Directed a squad of 9 in a high-pressure combat environment, managing over \$30M in sensitive military equipment and successfully orchestrating 100+ military operations in Iraq and Afghanistan.*

## CORE COMPETENCIES

- Government Contracting Expertise
- Business Turnaround Strategist
- High-Performance Team Development
- Multimillion-Dollar Sales Growth
- Strategic Sales Operations
- Consultative Selling
- Aggressive Goal Attainment
- Cross-Functional Collaboration
- Performance Leadership
- Stakeholder Engagement
- Innovative Sales Strategies
- Employee Mentoring & Training
- KPI Development & Reporting
- Budget Management & Planning
- Customer Relationship Management
- Critical Problem Solving

## PROFESSIONAL WORK EXPERIENCE

### REGENT UNIVERSITY— VIRGINIA BEACH, VA

#### Graduate Instructional Assistant

2025 – Present

- Served as the primary instructor for graduate-level Business course, delivering lectures, facilitating discussions, and evaluating student performance.
- Utilized learning management systems to manage assignments, grade submissions and communicate effectively with students.
- Provided individualized academic support and mentorship to graduate students, fostering critical thinking and professional growth.

### CM BUSINESS DYNAMICS – CHARLOTTE, NC

#### Founder & CEO

2024 – Present

- Leadership foundation built on discipline, teamwork, and mission focus developed through training from the U.S. Army and refined through years of working within a corporate framework.
- Proven expertise consistently driving double-digit organizational growth.
- Skilled in revitalizing legacy brands and achieving multimillion-dollar sales growth.
- Expertise in building high-performing teams and crafting innovative sales strategies.
- Focused on cultivating strong relationships through a consultative, client-focused approach.
- Consistently delivered measurable long-term results.

### MESA LABORATORIES – LAKEWOOD, CO

#### Sales Director

2021 – 2024

- Led a team of 6 direct reports across the US, managing a \$20M budget, achieving over 11% annual target overdrive through strategic leadership and turning around DATATRACE to increase sales from \$4.3M to \$6.4M.
- Directed the Continuous Monitoring brand to achieve projected revenue growth from \$12.9M to \$14.7M, consistently exceeding monthly sales targets for both new and legacy products.
- Effectively managed ambiguity to deliver successful outcomes, continuously surpassing monthly plan numbers by actively developing and managing a high-performing sales team.

- Recognized for revitalizing a legacy brand during tenure as Sales Director, as well as boosting month-over-month bookings by 113% through proactive customer interactions, education, and support.
- Demonstrated exceptional leadership in sales operations by forecasting purchasing requirements, managing weekly bookings, and identifying global growth opportunities, working towards a \$20M sales quota.
- Developed and mentored a high-performing sales team, conducting performance appraisals, annual goal setting, and 360 feedback sessions, resulting in consistent year-over-year growth.
- Created and implemented high-impact training programs, contributing to the development of functional sales teams through effective candidate selection, interviewing, hiring, and training processes.

## **FLUKE PROCESS IMPROVEMENTS – EVERETT, WA**

### ***Regional Sales Manager***

**2016 – 2021**

- Transformed a struggling 18-state territory, achieving 175% of the sales plan and consistently outperforming annual quotas by 150% through innovative strategies and dynamic presentation skills.
- Increased customer satisfaction and generated an additional \$300K annually in repeat business by delivering high-accuracy temperature profiling solutions and ensuring superior service.
- Enhanced global sales operations by developing a communication forum for Regional Sales Managers (RSMs), improving team coordination and operational efficiency.
- Drove a 25% increase in new sales by identifying revenue growth opportunities and training the sales team on advanced lead generation and acquisition techniques.
- Recruited by the SVP to lead sales operations, managing travel arrangements, customer communication, and outreach programs, and supporting the quota formulation process.
- Successfully worked with global clients, including those in China, ensuring accurate implementation of temperature profiling solutions to meet diverse client needs.

## **HEWLETT-PACKARD ENTERPRISE – PLANO, TX**

### ***Enterprise Group Networking Territory Manager***

**2016**

- Excelled in an inside sales role at Hewlett Packard Enterprise, completing the HP Sales Academy and consistently ranking among the top 10 sales specialists for 4 consecutive months by exceeding sales targets and driving corporate goals.
- Supported and collaborated with an 11-member sales team to sell networking solutions and support across Alabama, North Carolina, South Carolina, and Tennessee, maintaining a diverse client base and providing comprehensive technical service and product information.
- Professionally negotiated multiple projects valued at over \$1M, utilizing consultative selling skills and effectively communicating with clients to meet and exceed their needs.
- Led and mentored inside sales staff, analyzing training needs and conducting one-on-one training sessions to enhance team performance and skill development.

## **PROFESSIONAL DEVELOPMENT**

### ***Furthering Education & Internship***

**2013 – 2016**

- Interned for a U.S. Senator while concurrently completing a B.S. degree.

## **UNITED STATES ARMY – GLOBAL LOCATIONS (INCLUDING IRAQ & AFGHANISTAN)**

### ***Infantry Squad Leader***

**2008 – 2013**

- Spearheaded the planning and execution of over 12 projects in Afghanistan, ensuring on-time and budget-compliant completion through effective team coordination and leadership.
- Directed a squad of 9 in a high-pressure combat environment, managing over \$30M in sensitive military equipment and successfully orchestrating 100+ military operations in Iraq and Afghanistan.
- Facilitated the Combat Readiness training program, enhancing the operational capabilities of U.S., Iraqi, and Afghan forces through comprehensive training and strategic mentorship.
- Demonstrated exceptional leadership and project management skills, driving team efforts to achieve mission objectives and maintain high standards of performance and accountability.

## **EDUCATION/PROFESSIONAL DEVELOPMENT**

### ***Doctor of Philosophy Organizational Leadership (Expected 2027)***

*Regent University, Virginia Beach, Virginia*

## **Master of Business Administration**

*Washington State University, Pullman, Washington*

## **Bachelor of Science in Business Management**

*Montana State University, Bozeman, Montana*

*Certified Instrument Rated Private Pilot | Executive Protection Training Course | Combat Lifesaver Course*

*U. S. Customs Training for the United States Army | Unit Armorer Course*

*Washington State University Online Teaching Certification*

## **AWARDS & RECOGNITION**

*Fluke Process Instruments Salesman of the Year 2020 & 2018 | Fluke Process Instruments RSM of Q2, 2017, 2018*

*Army Commendation Medal, January 2012 | Afghan Campaign Medal with two Stars, January 2012*

*Expert Marksmanship Badge, June 2012 | Army Good Conduct Medal, January 2011*

*Iraq Campaign Medal with Star, June 2008 | Army Good Conduct Medal, January 2008*

*National Defense Service Medal, April 2005 | Global War on Terrorism Service Medal, April 2005*