

Michael J. Ryan
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Curriculum Vitae

Born: 12/09/60
Under-Graduate: BBA Pace University, Pleasantville, NY (3.2 GPA)
Graduate: MBA Long Island University, Greenvale, NY (3.4 GPA)

Instructional Affiliations:

Adjunct Instructor/Professor (Health/Business Careers) Suffolk County College 1995-Present.
NYS Certified Instructor Coordinator (various health care programs).
ARC (American Red Cross) Instructor Trainer in First Aid, CPR, AED, and Responding to
Emergency programs.
National Safety Council Instructor in First Aid, CPR, AED and Defensive Driving programs.
American Heart Association Instructor in First Aid, CPR and AED programs.
Trained over 15,000 students in various health and safety programs.
Child Passenger Safety Technician; established a Suffolk County Fitting Station in 2004.

Community Service:

President/Chief of the Port Jefferson Volunteer Ambulance, Inc. (PJVA) 1995-1999.
Vice President and Treasurer (PJVA).
Chairmen Health and Safety ARC 1984-1988.
ARC Board of Directors 1984-1990.
Established Long Island "Life Line" system in 1986 to monitor 8,000 lives 24 hours a day.
Introduced "Lifesaver" program on Long Island in 1999 to promote citizen CPR response.

Associations:

NAEMSE (National Association of EMS Educators)
SCEMSIA (Suffolk County EMS Instructors Council)
HIA (Hauppauge Industrial Association)
AED Instructors Foundation

Continuing Education:

Various American Management Association Seminars
Various NYS DOH Certifications
EMS Today Conferences
Child Passenger Safety Conferences

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Health Care Careers

Health Care Related Careers

1979 - Present

Actively involved in the Suffolk County Emergency Medical Service system in the capacity of instructor, consultant, and provider of pre-hospital critical care. Member of several agencies directing the treatment and transport of patients in an Advanced Life Support (ALS) environment. Active within the American Red Cross (ARC) as both a volunteer instructor for health/safety and disaster services as well as an involved member of the business community.

President/Chief of the Port Jefferson Volunteer Ambulance, Inc. (PJVA) 1995-1999.

Vice President and Treasurer (PJVA); budgeting, county government, management, operations.

Adjunct Instructor/Professor (Health/Business Careers) Suffolk County College 1995-Present.

NYS Certified Instructor Coordinator, instructor and manager of various health care programs.

ARC Instructor Trainer for First Aid, CPR, AED and Responding to Emergency programs.

Chairmen Health and Safety ARC 1984-1988.

ARC Board of Directors 1984-1990.

Trained over 15,000 students in various health programs.

Implemented cost increases as ARC Chairmen resulting in cost recovery and positive cash flow.

Secured donations for equipment from the Dept. of Health which saved ARC \$50,000.

Consultant on special projects.

Established Long Island "Life Line" system in 1996 to monitor 8,000 lives 24 hours a day.

D.B.A. First Aid Depot, a provider of CPR, First Aid, Wellness, Defensive Driving programs.

Member of NAEMSE (National Association of EMS Educators).

Member HIA (Hauppauge Industrial Association)

Marketing Manager/ Product Manager

Proven talent in Product Line Management, New Product Introduction, Sales Organization Leadership, Marketing Plan Development, Sales Promotion Programs, Packaging and Selling Materials Production, Manufacturing Planning and Inventory Control, Sales Trainer and much more.

My initiatives bring in revenues, expand distribution, increase market share and assure profit performance. I am effective extracting maximum return from every available dollar. Hold BBA and MBA degrees. Have 25 years of high quality, high intensity marketing and sales management experience with consistent favorable results.

ADEMCO (Alarm Device Manufacturing Company)

02/92 - 04/95

ADEMCO is a subsidiary of the Pittway Corporation, a fortune 500 firm, with sales over 1 billion dollars. ADEMCO is the world leader in electronic security systems and accessories. My position as Marketing Manager and Product Manager required interaction with suppliers, customers, distributors, as well as every branch of a major manufacturing firm.

Coordinated Sales Training of 2 dozen sales people and a 200-office distribution network.
Introduced over 24 new products responsible for 10 Million in sales.
Created over 6 dozen-brochures/data sheets/Ads. Copy wrote & designed layouts.
Development team for 2 major product "roll-outs" which nationally introduced new products.
Reduced excess inventory by 60% through unique promotions and sales of \$500,000.
Forecasted product production. Specified new products.
Team Leader to repackage entire product line of 400 items. Reduced cost by 10%.
Market research, by survey and field study, on existing and proposed new products.
Merchandised products at the point of distribution.
Directed the promotional activity of a 100-branch Distribution network.
Implemented yearly merchandising promotions that produced a 4% sales growth.
Development team for trade show theme including video and visual support.
PR contact for Media. Industry Speaker. Trade publication writer.
Accompanied sales dept. on key account presentations, directed Lennar Homes account \$500,000.
Direct Mail programs for both consumer and business to business with 2-6% rate of return.
Product management, including evaluating and entering new markets.
Created sales tools to support customer base of 30,000.

The Peelle Company

10/80 - 01/92, 5/95 - Present

My previous marketing career included four increasingly responsible positions within The Peelle Company. The Peelle Company is a multi-million dollar, 200 employee, multi-division business in the Elevator and Builders product markets. Held three positions concurrently. Currently the Vice President of Sales and Marketing.

Marketing Manager of 12 distinct product lines. Stimulated new growth by 25%.
Developed 6 new products and successfully entered 25 national markets.
Managed sales promotions. Created sales tools. Implemented sales training.
Guided advertising agency and promotions with a \$500,000 budget, including NAHB.
Reshaped company image as a high-end home product(s) supplier and increased profits by 15%.
Powerful sales producer. Retained key accounts with a 30% sales contribution.
Public Relations Spokesmen. Industry Speaker.
Set prices to insure proper returns. Reduced costs by 5%.
Opened Southeast Regional sales office that booked \$800,000 in its first year.