

Don Lafferty

Principal at Mingl Social

Greater Philadelphia Area, PA, US

High Tech Sales / Marketing | Aerospace / Defense | Circuit Boards | Contract Manufacturing | Social Marketing | Writer

Biography

After spending four years flight testing guidance systems for the US Air Force's Central Inertial Guidance Test Facility at Holloman AFB, NM, I broke into technology sales with Trinkle Sales, Inc., one of the most highly respected and largest passive-electromechanical component manufacturer's representative firms in the US. Since then, I've worked directly with engineering functions at the OEM level to ensure print position for the companies I represented. I also worked closely with distribution where applicable to ensure a robust local supply chain was in place to support my OEM requirements. I've designed and conducted sales and product training for Fortune 1000 and Fortune 500 companies such as 3M, Avnet, Cooper Industries, Flextronics International and others resulting in billions of dollars in increased revenue for the companies and their salespeople. I've written numerous articles for industry publications and consumer markets, and have crafted corporate messaging and communication for a wide variety of technology companies. I will continue to pursue strategic challenges which allow me to capitalize on my expertise in the technology sector as well as my strong background in publishing, communications and Web 2.0 strategies & tactics.

Availability

Author Appearance

Industry Expertise

Electrical/Electronic Manufacturing

Areas of Expertise

Online Marketing, B2b Marketing, Negotiation, Technical Writing, Writing

Affiliations

Electronics Representatives Association, CPMR, Backspace Writers Conference, Philadelphia Writers' Conference

Education

USAF Altitude Chamber Training

Altitude Chamber (Hypobaric) Training

Blue Water Academy

Chapman College
AE Electrical Engineering

Penn State ~ Ogontz
Biology, Philosophy

Jack Berman Sales
Electronic Component Sales

US Air Force - Instrumentation Technician 316
Basic Electronics, Telemetry, Instrumentation

Archbishop Ryan High School for Boys
Academic Academic

US Air Force NCO Training Academy
NCO Leadership

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