

JASON BRUCE

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STRATEGIC HEAVY EQUIPMENT REGIONAL MANAGER

Experienced in team leadership, territory development, and sales forecasting. Adept at coaching dealership representatives, optimizing pipelines, and executing data-driven strategies to maximize profitability and customer retention.

Strengths: Strategic Market & Territory Development, Multi-Million-Dollar Deal Negotiation, Sales Team Leadership & Coaching, Heavy Equipment Product Expertise, Revenue Growth & Margin Optimization, Executive-Level Client Relationships, Sales Forecasting & CRM Strategy.

EXPERIENCE

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|---|---------------|---------------|
| JRB ENT
<i>President & Founder</i> | Dubuque, Iowa | 2017- present |
| Responsible for delivering success for each customer, resulting in the best return on their investment and a more robust business model. | | |
| <ul style="list-style-type: none">• Founded and scaled a consulting business providing sales, marketing Solutions.• Designed and executed a multi-year marketing strategy for a multi-location, family entertainment venue, delivering a 250% revenue increase within six months of campaign launch.• Founded and led the development of PC Dirtworks LLC, an underground utility and infrastructure construction company, completing \$6M in new projects within the first 18 months of operation.• Recruited, trained, and mentored 100+ employees across field, sales, and leadership roles, implementing structured leadership development and performance training programs.• Served as executive-level advisor on market positioning, branding, and revenue growth initiatives. | | |
| Suzuki Motor of America, Inc.
<i>District Sales Manager</i> | Brea, CA | 2015-2016 |
| Responsible for being the first point of contact for dealership principals to help them be successful in growing their business and improving brand awareness. | | |
| <ul style="list-style-type: none">• Managed a multi-state territory responsible for dealer performance, retail sales growth, and brand representation.• Partnered with dealer principals and sales managers to improve inventory turns, retail financing utilization, and showroom effectiveness.• Executed regional sales programs, promotions, and training initiatives to drive unit sales and dealer profitability.• Conducted dealer performance reviews and implemented corrective action plans to improve underperforming locations. | | |
| Vermeer Corporation
<i>Senior Training & Development, Telematics</i> | Pella, IA | 2015 |
| Responsible for the design and execution of extensive training and technical advisement on best practices within Telematics. | | |
| <ul style="list-style-type: none">• Supported the rollout and adoption of telematics and connected equipment solutions across dealer and customer networks.• Delivered technical and sales-focused training programs to internal teams and dealer personnel.• Assisted in developing value-based selling strategies for telematics, fleet management, and productivity solutions.• Collaborated cross-functionally with product, engineering, and sales leadership to align training with market needs. | | |
| CASE Construction Equipment
<i>Precision Sales Manager, Western US</i> | Racine, WI | 2013-2015 |
| Responsible for the development and launch of all aspects surrounding Machine Control and Telematics in the Western United States. This launch was the biggest technology advancement in Case Construction Equipment in more than a decade. | | |
| <ul style="list-style-type: none">• Led precision construction and technology sales initiatives across the Western United States.• Supported dealers and end users with GPS, grade control, and machine control solutions.• Trained dealer sales teams on consultative selling approaches for precision technology.• Drove adoption of advanced construction technologies to improve customer productivity and jobsite efficiency. | | |

Rental Account Manager

Responsible for leading growth within the rental market by elevating awareness of product offerings and solutions for the customers needs.

- Managed rental accounts for heavy construction equipment, serving contractors and infrastructure customers.
- Developed new business relationships while expanding existing accounts through solution-based selling.
- Coordinated fleet availability, pricing, and utilization to maximize rental revenue.
- Worked closely with service and operations teams to ensure customer satisfaction and repeat business.

EDUCATION

Course Work in Automotive Parts Management Operations

Hawkeye Community College, Waterloo, IA

1997

ACHIEVEMENTS

- Experience spanning OEM, dealer, rental, and contractor environments.
- Proven success in launching new businesses and entering new markets.
- Strong executive presence with the ability to influence owners, dealers, and C-suite stakeholders.
- Eagle Scout, Boy Scouts of America

VOLUNTEER EXPERIENCE

- Designed revenue-sharing programs with businesses to promote Make-A-Wish, ARL (Animal Rescue League of Iowa)
- Four Mile Elementary School, Watch D.O.G. Volunteer
- Organized and supported a Christmas drive to benefit the children of the Rosebud Indian reservation in South Dakota

REFERENCES

- Richie Snyder
Remarking / Certified Warranty Manager at DEVELON
515-240-9499
charles.r.snyder@hotmail.com
- Mark D. Bonnell
President Team One
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