

ROSITA ASNAASHARI

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SUMMARY

A dedicated and highly accomplished senior business and sales leader with vast expertise in customer success, technical support, sales management, and key account development across diverse industries and products, including RF interconnect, hand soldering, fluid dispensing, sensors, controllers, signal conditioners, data acquisition, and automation systems. Established capabilities in business development, SMART goals, budgeting, and strategic planning. Utilizes exceptional interpersonal and communications skills to guide and develop associates and liaise with cross-functional teams. A diligent and analytical top performer who consistently leverages key performance indicators and predictive indicators to establish roadmaps for continuous improvement and make data-driven decisions.

WORK EXPERIENCE

INFINITE ELECTRONICS, INC., Irvine, California

Sales and Service Manager, 2021-2025

- Pasternack, Fairview Microwave, ShowMe Cables, NavePoint Brand Leader: Responsible for managing the sales and customer service team, ensuring exceptional customer loyalty, driving positive outcomes, and achieving sales growth targets.
- Crafted and implemented strategic sales plans, coached and mentored team members, and collaborated cross-functionally with product and marketing teams to ensure alignment and drive results.
- Excelled in high-growth, fast-paced environment by leveraging creativity and maintaining strong leadership presence to navigate challenges and foster team success.
- Strengthened organizational culture through accountability and empowerment, resulting in improved employee experience, higher customer satisfaction, and scalable growth.

OK INTERNATIONAL, A DOVER COMPANY, Cypress, California

Technical Service, Support and Repair Manager, 2017-2021

- Metcal and Techcon Brand Leader: Responsible for managing the Technical Service and repair department, focusing on continuous improvement of the customer complaint process. Developed and recommended corrective actions and preventative measures, resulting in a notable reduction in complaints year-over-year.
- Revamped and implemented more structured process for customer returns, repairs, service, and support.
- Collaborated with cross-functional teams to align procedures, eliminate redundancies, and streamline workflows, leading to faster and more efficient resolution of customer issues.
- Utilized KPIs to establish roadmaps for continuous improvement and assess alignment with company goals, ensuring data-backed decisions and measurable progress.

OMEGA ENGINEERING, Santa Ana, California

Senior Applications Engineer / Customer Service Manager, 2011-2017

- Led development and implementation of strategic plans aligned with corporate goals, driving growth within sales and customer service departments. Focused on delivering profitable results and establishing competitive market advantage.
- Delivered expert sales and technical support for broad range of process measurement and control products, specializing in applications involving temperature, humidity, pressure, strain, force, flow, level, pH, conductivity, and data acquisition.
- Possessed in-depth knowledge and experience in Ethernet networking, including TCP / IP protocols, as well as serial communication protocols such as RS232 and RS485, enabling seamless integration across various systems and applications.

ADDITIONAL EXPERIENCE

NEWPORT ELECTRONICS, Santa Ana, California, **Technical Sales and Applications Engineer**, 1996-2011. Developed in-depth knowledge of customers' needs to provide expert assistance in setting up and troubleshooting industrial instruments. Created application notes and detailed procedures to guide customers through product setup and operations. Recommended suitable products to meet customer specifications, provided quotations, and processed orders. Offered ongoing support and guidance to sales team members. Managed key distribution accounts, supporting product placement, marketing materials, and promotional strategies to drive sales growth. Conducted government contract reviews and supported expansion within government sectors through compliance, bid preparation, and account development.

ALLIGATOR TECHNOLOGIES, Costa Mesa, California, **Sales Applications Engineer**, 1994-1996. Provided application expertise and technical support for data acquisition and analysis instrumentation. Worked closely with OEM partners such as Keithley Instruments for product support.

EDUCATION

CALIFORNIA STATE UNIVERSITY OF LONG BEACH

B.S., Electrical Engineering

CALIFORNIA STATE UNIVERSITY OF SACRAMENTO

B.S., Electrical Engineering (*attended two years; transferred credits to CSULB*)

CERTIFICATIONS

Lean Six Sigma, 5S, Kaizen, 2016

Industrial Controls Technology Certificate, Fullerton State University, 1998

PROFESSIONAL DEVELOPMENT

Bonfire Customer Service Essentials, 2023

Project Management professional, 2020

Janek TOPS, Reinforcement and Sales Coaching, 2021

SkillPath, Leadership and Management Skills, 2019

Dale Carnegie, Create Loyal Customers, 2016

ArcBlue, Commercial Opportunities and Risk, 2016

DDI Leadership Training, Driving Change, 2013

TECHNICAL SKILLS

CCaaS, CRM, & ERP Systems: NiCE, 8x8, Salesforce, Microsoft Navision, SAP, Infor, GLOVIA

Office Suite & Tools: Word, Excel, Outlook, SharePoint, Teams, PowerPoint, Smartsheet, Power BI