

Tracey Sullivan

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PROFESSIONAL EXPERIENCE

Rockwell Collins – Virtual, CA/FL

June 2003–Retired April

2024

Principal Account Manager

Primary responsibility is to develop and coordinate customer acquisition strategies for Rockwell's major airline accounts. Responsible for entire product portfolio including Communication, Navigation, Surveillance, Sensors, Fire Protection and maintenance across airlines and aircraft fleets.

Focus is prioritized on customer satisfaction by bringing total value as an Account Advisor while recognizing consistent growth in strategic target accounts for the corporation.

Significant Achievements

- LPV Development Program and Sale to install on Delta 717,737,757,767, 747. STC's to Collins for all fleet types. Delta received incentivized pricing in return for use of a/c and flight ops to perform certification work on all platform and sim use. (5 year project)
- Delta Airlines upgrade of 110 A321 a/c – Weather Radar 35M
- Delta Air Lines – Multi-Mode Receiver Upgrade (\$79M); Largest aftermarket deal in company history; competitor workload;
- Delta Air Lines – Forward Fit win for 100 New NEO a/c; successfully structured sole-source with upfront, strategic negotiation
- Air Canada – 787 Maintenance; strategic as it was the first of kind which drove follow on wins; competitive win (Boeing)
- Alaska Airlines – Highest Gross Margin Buyer Furnished Equipment (BFE) deal; convinced Alaska to not compete this business
- Alaska Airlines – Fleet wide Weather Radar Upgrade – Significant in that it was a discretionary spend deal which is atypical in aviation industry

Accolades:

- Alaska Airlines – Most Significant Sales Achievement – Weather Radar and Customer Support
- Air Canada – Most Significant Achievement Award (company wide)
- Nominated every year for award for last 10 years
- Speaker for Air Canada "Women In Aviation" Conference

Rockwell Collins – San Diego, CA

January 2000 – June 2003

Manager, Customer Support

Managed the team of persons that were responsible for customer satisfaction with Rockwell products, run technical corrective action programs and present these programs to upper management and customers. Ran worldwide customer service and support organization for 3 years then moved to Account Management selling all products and services to airline customers;

Sony TransCom – Orange, CA

January 1997 – January 2000

Sales Engineer

Worked as front line with customers to define custom technical specification for Account Team to price and sell. Created and presented customer proposals to Sony executives as well as Airline Customers.

Northrop Grumman Corporation—Redondo Beach, CA

July 2014 – September 2016

Survivability Airframe Integration Engineer

Survivable systems engineer for next-generation aircraft platforms with a specialization in survivable systems design and RCS analysis.

- *Awarded Individual Research and Development Project – Black Kite.* R&D projects awarded to top 40 (out of 190) proposals, consisting of technical and financial pitches. Successfully justified need for funding, and received full requested amount for the 12 month project (\$500k). Chosen as a spotlight project to brief government representatives at annual Corporate Review.

EDUCATION

University of Phoenix; GPA 3.51

May 2007

Bachelor of Science, double major in Business and Marketing