

MORGAN CHARLES LOCASTE

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INDUSTRIAL SALES LEADER • AI-DRIVEN MARKET STRATEGY • CHANNEL DEVELOPMENT • \$25M+ REVENUE

PROFESSIONAL SUMMARY

Strategic sales professional who uses AI tools, market analytics, and deep industry knowledge to consistently outperform revenue targets. Named Salesman of the Year 2024 while generating \$25M+ annually selling engineered solutions to Shell, Cheniere, KBR, and other major energy operators. 25+ years across industrial, energy, telecom, and consumer technology markets. Salesforce certified; proficient in Tableau, AI productivity tools, and CRM platforms. Natural listener with a track record of turning complex product lines into trusted customer partnerships.

TECHNOLOGY & ANALYTICS SKILLS

AI Tools (Claude, ChatGPT, Copilot, Gemini, Perplexity, Grok) • Salesforce CRM • Tableau • Market Research & Competitive Analysis • Performance Dashboards • VOIP/LAN/WAN • Cisco Networking • Microsoft Office Suite

WHERE DATA MEETS REVENUE: KEY WINS

- Salesman of the Year 2024 — Piping Technology & Products; \$25M+ annual revenue in SE Texas, Louisiana, and Northeast markets
- Used EPC relationship mapping to expand partnerships with KBR, Wood plc, and Worley — growing project pipeline substantially
- Applied market analysis to identify MDU under served areas — led nation in new Dish Network subscribers
- Used competitive positioning data to move Canon territory from low-performer to Top 4 nationally
- Replaced outdated billing platform using process analysis, saving Capital Communications \$60K/year
- Analyzed Comcast territory opportunity map to close 104 new accounts generating \$5.8M in revenue (2009)

PROFESSIONAL EXPERIENCE

Senior Account Manager | Piping Technology & Products — Houston, TX *Dec 2022 – Present*

- Generate \$25M+ in annual sales; awarded Salesman of the Year 2024 for top performance nationally
- Use AI tools and CRM data to prioritize EPC, contractor, and operator accounts across three-state territory
- Analyze project pipelines for Shell, Phillips 66, Cheniere, KBR, Wood plc, and Worley to time outreach and proposal delivery
- Sell complex engineered product line — pipe supports, bellows, pipe shields, sway braces, variable spring supports, snubbers, and custom components — requiring deep technical and market knowledge
- Cover refinery, LNG, Carbon Capture, Power Generation, SMR, battery, Food Processing, Forest, Paper & Packaging, Healthcare, Industrial Goods & Services, Mining & Metals, Municipal & Semiconductors, Natural Gas, Oil & Gas, Power & Utilities, Renewable Energy and industrial manufacturing markets

Market Development Manager — Motorola | BDS Solutions *Mar 2021 – Dec 2022*

- Leveraged AI tools and sales data to prioritize high-opportunity accounts across 400+ retail locations
- Analyzed competitive landscape to sharpen Motorola positioning against Samsung, Apple, and regional carriers
- Deployed digital learning platforms for ongoing territory-wide training and compliance

Market Development Manager — Canon | BDS Solutions *Apr 2017 – Jan 2021*

- Identified market gaps and built targeted engagement plan; reached Top 4 nationally out of all U.S. markets
- Tracked sell-through data to optimize in-store placement and coaching priorities across 4 major retail chains

Director of Sales & Marketing | Capital Communications *Jan 2014 – Sep 2015*

- Conducted operational analysis leading to \$60K/year cost reduction via new SaaS billing platform
- Grew new subscriber rate 45% by redesigning intake, on-boarding, and CSR coaching processes

Territory Accounts Rep / Area Sales Manager | Dish Network

Sep 2011 – Nov 2013

- Used Salesforce to manage pipeline, track call history, and forecast property penetration across MDU territory

MDU Account Executive | Comcast

Dec 2007 – Feb 2010

- Closed \$5.8M in revenue (2009); 85% closing ratio and 90% retention through data-tracked relationship management

Founder / President | Datawaves Technology, LLC

Jan 2006 – Dec 2007

- Market-mapped national telecom landscape to identify reseller gaps; built \$1M+ channel network in Year 1

Channel Manager | Broadwing Communications

Feb 2005 – Dec 2005

- Recruited and on-boarded telecom agents to expand distribution of Broadwing's voice and data portfolio across target markets
- Delivered technical and sales training across full product suite — VOIP, MPLS, PRI, Frame Relay, and ATM — equipping agents to position emerging technologies against entrenched competitors
- Coached agents on consultative selling strategies, objection handling, and operational procedures to accelerate ramp-to-revenue

Channel Manager / Major Account Executive | SBC (Now AT&T)

Mar 1995 – Jan 2005

- Managed and grew a channel of Authorized Sales Representatives (ASRs) selling the full SBC service portfolio across the Houston market
- Recruited, trained, and motivated ASRs on product offerings, compensation structures, marketing events, and order implementation — driving consistent channel revenue growth
- Led cold call and strategic partnership campaigns for a new wireless initiative, building Southwestern Bell's presence as both a community leader and enterprise wireless provider
- Developed community-focused marketing strategy aligning SBC with Houston-area human services agencies to expand brand equity and grow the customer base

EDUCATION & CERTIFICATIONS

B.S. Psychology — University of Houston (1993) | U.S. Army Veteran — Specialist E-4

Salesforce Administrator | Tableau | CCNA Training | Acclivus Sales Training | Toastmasters