

Adam J. Penna • 512.872.0242 • adam@alldigitalam.com

302 Oakcrest Dr. • Cedar Park, TX 78613 <https://www.linkedin.com/in/adam-j-penna>

PROFESSIONAL SUMMARY

Strategic SME in digital manufacturing with extensive expertise in business development, sales, marketing, and digital content production. Adept at spearheading innovative strategies, optimizing team performance, and driving sustainable revenue growth in advanced manufacturing environments.

CORE COMPETENCIES

- **Business Development & Sales:** Market expansion, lead generation, CRM management
- **Marketing & Brand Strategy:** Integrated campaigns, social media growth, digital content creation
- **Media & Content Production:** Podcast hosting, video interviews, webinars, livestreams, content editing
- **Leadership & Team Building:** Cross-functional management, training, global and culturally diverse experience
- **Technical Proficiency:** Advanced manufacturing platforms, CAD/CAM software, AI, data-driven marketing tools, A/V production

PROFESSIONAL EXPERIENCE

Skuld LLC| SkuldLLC.com

Director of Sales & Marketing : June 2025 – present

- Spearhead the sales and marketing strategy at Skuld LLC, driving revenue growth through innovative solutions in additive manufacturing and metallurgy.
- Collaborate with cross-functional teams to enhance product offerings, utilizing CAD and technical expertise to meet client needs.
- Implementing tailored marketing campaigns and improving service delivery.

All Digital Additive Manufacturing | AllDigitalAM.com

Business Development, Sales, Marketing & Digital Content Consultant : Apr 2020 –

- Founded and lead a consultancy dedicated to accelerating growth in digital manufacturing.
- Develop go-to-market strategies, oversee sales and content production, and host the "All Digital AM Podcast" to share innovative industry insights.

American Society of Mechanical Engineers (ASME) – AdditiveManufacturing.com

Business Development & Media Content Lead : Nov 2021 – Jul 2023

- Developed and produced comprehensive content production including podcasts, video interviews, articles, and webinars.
- Achieved record brand growth with over 5,000 new LinkedIn followers in the first year, strengthening ASME's Additive Manufacturing digital footprint.

EOS North America | EOS.info

Various Roles Oct 2015 – Mar 2020

North American Sales & Marketing Manager (Oct 2017 – Mar 2020)

- Revamped brand and customer strategies across the Americas, managing CRM projects and launching high-impact demand campaigns.
- Coordinated Technical Center events and managed direct and channel operations for sustained growth.

Inside Sales & Marketing Lead (Oct 2016 – Sep 2017)

- Led Salesforce CRM initiatives, qualified leads, and directed social media and webinar campaigns to boost engagement.

Area Sales Manager, Texas (Oct 2015 – Sep 2016)

- Focused on technical business development in Direct Metal Laser Solidification (DMLS) and emerging Selective Laser Sintering (SLS) applications.

SolidCAM USA | SolidCAM.com

Inside Sales & Business Development Executive : May 2014 – Dec 2015

- Exceeded forecast goals by 31% through improved lead generation and refined inside sales processes for integrated CAM solutions.

Formaspace | Formaspace.com

Inside Sales – Design Manager : Nov 2011 – Jun 2014

- Transformed customer inquiries into valuable business opportunities by designing and quoting custom technical environments.
- Conducted on-site presentations and surveys that consistently converted leads.

Creaform Inc | Creaform3d.com

Southeastern Regional Sales Manager : Dec 2007 – Nov 2011

- Pioneered the U.S. sales pipeline across 16 states, achieving 300% growth in educational sales and earning multiple account management awards.
- Developed new channel partnerships and delivered keynote presentations at industry conferences.

FARO Technologies | Faro.com

Inside Sales & Client Support

Inside Sales (Jun 2004 – Dec 2007)

- Key contributor in closing multi-unit deals, including a landmark sale to Siemens Westinghouse.
- Instrumental in evolving the team to exceed annual targets by significant margins.

Client Support (Sep 2002 – Jun 2004)

- Increased new sales appointments by 110% and boosted maintenance renewal rates from 10% to 75% through proactive client engagement in manufacturing with metrology.

Engineering CAD Designer (2000 – Sept 2002)

- Parametric modeling and lead trainer for Catia, Solidworks, Autodesk, UGNX projects in Aerospace, Automotive, Medical, and Consumer Goods.
- Lead CAD process improvement in engineering with macro creation, LISP routines, international peer training and drawing revision compliance.

KEY STRENGTHS

- **Multi-Regional Leadership:** Managed sales and marketing initiatives across the U.S., Canada, Mexico, and Europe.
- **Integrated Marketing:** Developed cohesive campaigns merging traditional PR with digital and social media strategies.
- **Technical Expertise:** Proficient with design and manufacturing software (e.g., Catia, SolidWorks, Autodesk, SolidCAM, nTopology, GeoMagic) and CRM platforms (Salesforce, HubSpot, GoldMine, ACT, Zoho, etc.).
- **Mentorship:** Proven record in training teams and leading cross-functional projects in fast-paced, diverse environments.

EDUCATION

- **MBA, Technology & Organizational Leadership**
Concordia University of Texas, Austin, TX
- **B.S. in E-Business Marketing & Technology**
University of Phoenix, Phoenix, AZ
- **A.S. in CADD**
ITT Technical Institute, Orlando, FL
- **Honors Program**
Valencia College (VCC)