

Bruce Cloud, Jr.

1880 East Creek Drive, Dripping Springs, Texas 78620



www.brucecloud.com

Professional Resume - June, 2006

Education

Bachelor of Arts in Communications, Television/Film Production, Trinity University, San Antonio, Texas

Career Objective

- To be a leader in customer relationship management, sales, marketing, public relations or communications
- To incorporate my experience working for and dealing with general contractors and their suppliers
- To open gateways of opportunity that will benefit everyone involved

Career Positions

TrakRack Commercial Division, Newly Patented Wall Shelving Systems,

- General Manager, commercial division, USA / International Business & Distribution Development concentrating on the commercial markets of building contractors, architects, developers and property management.

Cloud Equipment (dba), Construction Marketing, Sales & Promotions, Dripping Springs, Texas

- Developer and webmaster, www.brucecloud.com
- Owner / Operator, Construction equipment sales, broker, appraiser of contractor and rental fleet rollouts
- Distributor for TrakRack wall shelving systems.
- Digital audio-video production and photography specializing in construction applications, equipment inventory records, equipment for sale
- Business Development, management and marketing strategies, database development, Public Relations, copywriting, editorials, press releases, news letter, print and electronic advertising,
- Publisher and web master of www.cloudequipment.com (est. 1995), MS FrontPage
- Desktop publishing and marketing for other small businesses
- Producer / Promoter of www.ContractorsTradeshow.com, an internet portal (online tradeshow) for the construction industry's buyers and suppliers, associations and agencies. Provided financial & management support, complete original content, graphics, e-booth sales and all aspects of development and marketing; technical support is provided under an agreement with Expo-Exchange. Online start date - October 1, 2002
- Independent Distributor of Liquidity International Wellness Products to Construction Industry

United Rentals Heavy Machinery, formerly Udelson Equipment Company (UR bought Udelson 06/99)

Terex, Kobelco, Hypac Dealership with Caterpillar and other units available

Houston / Dallas – Fort Worth, Texas Territory

- Texas Mining and Quarry specialist for sales and rentals of Terex Off-Highway and Articulated Dump Trucks. Application, Production and ROI Consultant, home office for Central Texas.
- Texas Sales & Marketing Manager for Heavy Machinery stores in Houston and Ft. Worth. Promotion of United Rentals Heavy Machinery as the Terex Truck and Scraper Dealer for Texas.
- Organize and develop customer database for marketing strategy and customer awareness programs.
- Coordinate design, content and placement of magazine ads, marketing pieces, trade show participation, exhibits and other activities.
- Maintain contact with established highway contractors, material producers and site developers for all of Texas except for the Houston and Dallas/Ft. Worth areas.
- Business feasibility study for locating new full service facility between Austin and San Antonio. Proceeded with option contract to purchase land, design of building and property layout, building contractors providing allowances before United Rentals decided not to go forward.
- Researched federal, state and metropolitan planning organization plans relating to road and commercial development for equipment rental fleet and budget forecast.
- Utilized Microsoft Office --- Word, Excel, Access, PowerPoint, MapPoint, Outlook along with Adobe Photoshop and PageMaker.

Bruce Cloud Equipment, Inc., Austin / San Antonio, Texas

- President / Treasurer (corporation remained active while I was employed by Udelson/United Rentals)
- Concentrated on used construction equipment purchases, sales and appraisals.
- Promoted the use of video and still photos in marketing products and training

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- Consultant for equipment application, production, ROI, job cost estimating and equipment financing.
- Coordinate pre-delivery instructions and shipping including import/export
- Development and deployment of customer database of contractors, mining & quarry operations, dealers, brokers, contractor services and associations doing business primarily in Texas.
- Marketing with weekly equipment lists fax-outs and www.cloudequipment.com
- Contracted with Udelson Equipment to establish and manage dealership within Austin-San Antonio corridor
- Closed corporation and partnership with investor after being named Texas Marketing Manager for United Rentals Heavy Machinery, Spring 2001

My career experience also includes, 16 years working for HOLT Company of Texas, one of the major Caterpillar Tractor dealers in the United States where I developed and maintained one of the top territories in annual sales, parts and service by establishing quality customer relationships with the major & emerging contractors, material processors and local – state and national agencies in the Austin region.

I have worked as a senior manager overseeing the office engineering on the Alyeska Pipeline project for Zachry Corporation, a major international contractor based in San Antonio.

My background also includes time in television production and as a radio personality primarily in the San Antonio market

Professional Affiliations

- The Associated General Contractors of America as a Service Provider division member and as a chapter representative; along with being a member of the national Equipment Committee
- The AGC of Texas Highway, Heavy, Utilities & Industrial Branch --- Past Associate Division and Trade Show chairman served on the computer, scholarship and membership committees, writer of the *Membership Network* article published in the chapter's bimonthly Infrastructure Magazine through 2004
- American Transportation & Builders Association
- The Texas Good Roads Transportation Association
- The Austin Contractors & Engineers Association
- The American Society of Appraisers
- Dripping Springs Chamber of Commerce, Marketing Committee

Professional references available on request