

# Michael Lien

2317 Blanding Avenue

Alameda, CA 94501

(888) 883-8742

Email: [Michael.Lien@trictrenchless.com](mailto:Michael.Lien@trictrenchless.com)

## WORK EXPERIENCE

### **Operations Manager/CFO, TRIC Tools, Inc., Alameda, CA**

- Recruited Key Personnel in Training/Marketing, Mechanical and Civil Engineering.
- Developed and trained key positions in Day to Day Business Management;
- Worked hand-in-hand with Field Services, Technical Support to Serve as Back-up to Field Services, and New Client Field Training;
- Assisted in numerous field construction projects to better understand the trenchless process and the needs of the underground construction market.
- Co-managed relationships with key National and International Business Partners
- Coordinated new accounting, and project management systems to run with CRM;
- Researched and worked with business professionals to restructure TRIC Business Plan;
- Manage manufacturing and production schedules;
- Manage Tax reporting, Insurance programs with other regulatory reporting;
- Implemented Rapid Sales Inventory (RSI) to reduce inventory costs;
- Worked with management and equipment sales to reduce debt;
- Manage A/P, A/R, Payroll & HR, Shipping, and Customer Service;
- Coordinate sales, marketing, and prepare for trade shows;
- Work with Marketing Director to showcase equipment and clients in industry publications;
- Coordinate with Shop to manage equipment maintenance, and field personnel to bid and manage construction projects;
- Coordinated and implemented Equipment Rental Program;
- Managed International Contracts, working closely with outside sales agents and interested International Partners;
- Frequently communicate with International Prospects and Dealers to understand Differences in the local markets.

**Education**

B.A. Degree in English, Mayville State University, Mayville, ND

B.A. Degree in Speech and Drama, Mayville State University, Mayville, ND

**Honors:**

- Dean's list, President of Phi Kappa Delta (Hon. Speech Fraternity) & Alpha Psi Omega (Dramatic Fraternity)

**Activities/Skills**

- Toastmasters International (ATMS), Area Governor for A22, Alameda to Fremont

- Toastmasters – Represented Area at District Speech Contests