



UNLEASH YOUR FULL BUSINESS POTENTIAL



THINK
BIG

Welcome to BIG

Thank you for taking the time to learn a little about BIG. Please allow me to introduce myself and share a little information about how BIG was started and what we can offer you.

First, BIG is not a traditional Rep Firm. We are a direct extension of your Sales, Marketing and Global Business Development Teams. When you engage BIG, you harness 30 years of successful industry experience to help you achieve your business goals.

I began my CE career as an integrator, in 1985, accumulating vast experience in system design and installation as a licensed Power Limited Technician. I have worked on thousands of systems and was the founder of Custom Home Integration, which I built into a leading CI firm and later sold to focus on the manufacturing side of the industry.

In 2002, I joined RTI as the company's VP of Sales and Marketing. I invested the next 12 years building the RTI brand globally; positioning the company as a world-class leader for control and automation. I led RTI's worldwide sales, marketing, technical support, customer service, product integration and training efforts, creating strategies that resulted in a 2900% increase in sales during my tenure.

I was also instrumental in the development of numerous unique, award-winning programs and initiatives at RTI. Including the company's Advanced Control University (ACU), C2C (Committed to Custom), Integration Partner Initiative, International Service Partner Program, and the popular Control Bucks, Elite dealer and many other highly acclaimed programs, which have received countless Industry awards.

I have been fortunate enough to travel extensively and gain first-hand knowledge of the different global markets; creating a worldwide network of talented business associates, colleagues and friends. I enjoy working with people and selling cool products all over the world. I hope we have an opportunity to work with each other and create some great business together.

Think BIG!



Pete Baker - President/CEO



BIG LEADERSHIP

Leadership at a Glance

President

Delivering successful global expansion, sales and marketing representation for companies in the CE industry.

International Sales Manager

Responsible for leading expansion efforts outside of North America for numerous, leading US CE manufacturers.

Export Sales Manager

Lead all US expansion efforts for an award winning European CE manufacturer.

VP of Sales & Marketing

Built the RTI brand globally, positioning it as world-class category leader.

CEO & Founder

Conceived, launched, and grew CHI into a leading integration company.

President

Spearheaded the launch of a successful new division called TECHome.

Systems Design and Installation

Successfully managed the installation of thousands of low-voltage systems.



BIG SERVICE

BIG is a full-service sales and marketing representative and consulting firm, dedicated to providing unmatched brand development and global expansion support to our clients in the consumer electronics industry.

WORLD CLASS • EXPERIENCED • TECHNICAL

Professional Sales Representation

We have over a decade of experience, establishing and managing Global Distribution Networks for CI Brands; harnessing strong relationships developed with countless, talented dealers and distribution partners all around the globe.

With over 30 years of industry experience; designing, selling and installing Consumer Electronics. BIG has the knowledge, technical understanding and skills to deliver the most effective and comprehensive Sales Representation for your brand.

Marketing

When you engage BIG to bolster your marketing efforts, you receive support from award winning marketing professionals.

We have vast experience in the following areas:

- Public relations coordination
- Customer development campaigns
- Brand development and messaging
- Marketing strategy, planning & budgeting
- Social media & press release content creation
- Advertising planning & creative development



BIG VISION

We get to the very core of why target customers should buy your product and help you define and communicate these key benefits to your customer. Our goal is simple: to become a value added representative of your brand.



Consulting

Whether you are just starting up, facing a pinch point or need to improve areas in your company, we have the knowledge, experience and resources to help you excel with your business.

We can support you in the following other areas:

- Help to define and execute your strategy.
- Effectively communicate your message.
- Competitive market analysis and guidance.
- How to attract and retain more customers
- Establish a more effective and respected service and support mechanism, worldwide.

Education

To obtain the highest degree of success with sales, marketing and distribution partner teams, training is essential. Through our CE Business Academy, we can provide training and education to help your channel partners become more effective at selling your brand.

We have conducted literally hundreds of trainings, dealer visits and events all over the world. We can hit the ground running with your brand and immediately begin educating, energizing and motivating your existing channel partners and their teams.

THE BIG DEAL

Why BIG? The BIG Difference

- **BIG can help you establish an effective global distribution network**

BIG works with world class CI distributors who have been certified to provide proper marketing, technical support, training, invest in inventory, and sell your product to professional integrators in the region.

- **BIG can represent your brand, professionally**

With 30 years of experience in the industry, and an impeccable track record, we can present a professional image when representing your brand.

- **BIG can engage with your teams and help them to excel**

Over a decade of experience leading award winning Sales, Marketing, Training, Customer Service and Support teams.

- **BIG can help people to know about your brand and the benefit you can provide to them**

Expert brand development skills to create an effective marketing campaign strategy. Having created numerous award winning marketing campaigns, programs and policies.

- **BIG can help your business grow**

With Global Experience Establishing and Managing Sales and Distribution networks.

- **BIG can educate people about your brand**

As a regular contributor to industry publications and having delivered hundreds of training and dealer events around the world, BIG knows how to create and deliver award winning education.

BIG TESTIMONIALS

"A respected leader, his professionalism, charisma, and market knowledge have all contributed to his uncanny ability to build lasting relationships that have driven his sales success, particularly internationally, as he was instrumental in helping to build his brand globally."

Veronica Esbona

President, InGear Public Relations

"Pete Baker is a visionary business professional and master at International Sales. Although he resides in North America, he has global experience and Thinks BIG, from a worldwide perspective. I have had the great pleasure to work closely with Pete Baker over the past decade. I have witnessed his talent and abilities in sales, marketing, and international business development. Pete has achieved success at everything he puts his mind to, and it does not happen by accident. He carefully works with his industry partners to define a strategic roadmap to success and then executes the plan with precision. I am especially impressed with Pete's attention to detail and communication skills. Regardless of how busy Pete may be or where he is currently located in the world, I have never waited for any response or follow up, action item from Pete. He is truly the very best communicator I have worked with in my professional experience."

Above all, Pete is ethical and trustworthy. I would welcome any opportunity to work with him in any capacity."

Joe Barhoush

CEO at General Electronics Services

"He's as honest and hard-working as they come and he doesn't have a disingenuous bone in his body. He has always been a loyal champion of his company, his products, his customers and his colleagues. But he's also firm and he expects results, whether that is from sales reps, PR firms ... or publications like CE Pro."

Julie Jacobson

CE Pro

"Pete is an experienced manager with great International experience. If you are a company trying to expand your boundaries outside of the USA then he certainly can help you establish the right partners and strategy to achieve this."

Michael Blackman

Managing Director, Integrated System Europe

"Pete is a global industry leader that focuses on driving business and profitability to his clients and to our entire Custom Installation industry. Pete is an energetic member of the Custom Electronic Design and Installation Association (CEDIA) as a Subject Matter Expert on residential controls & automation, as well as the consummate business development partner to our entire membership of Home Technology Professionals worldwide."

Vin Bruno

Chief Executive Officer at Rayva Home Theaters | Smart Technologies and IoT Innovations Expert | Board Director

30+ Years of Success

in the Consumer Electronics Industry



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