

Driven results in positions of increasing responsibility while serving industry leading manufacturers and wholesalers. Developed millions of dollars in new revenue by increasing customer acquisition / retention and developing major accounts. Highly skilled in generating demand, motivating cross functional teams, and creating excitement in new technologies. Extensive expertise in connecting wholesalers / manufacturers and buyers to drive down costs and increase efficiencies and margins. Fluent in leveraging social media to grow online customer communities.

Willing to relocate to: Milwaukee, WI - Chicago, IL - Remote

Authorized to work in the US for any employer Work Experience

## **Work Experience**

### **Sales and Operations Consultant - Promotional Products - Remote - National**

- Architected domestic procurement program
- Identify and onboard 100 key supply chain partners (domestic and overseas)
- Design and implement “B to B” ecommerce sourcing solution
- Integrate apps to tie in accounting, operations & graphic design systems
- Executed industry specific “go to market” strategy (craft brew, wine & spirits, carb / non-carb soft drinks, energy drinks)
- Designed and implemented “company store” program – ecommerce, operations & sales tools
- Designed and Implemented “reverse auction” ecommerce platform to support accounts with 5 million plus in annual spend
- Designed and implemented “group buy” platform allowing small – mid size buyers to leverage one another’s annual spend
- Designed and implemented social media marketing strategy – Facebook, YouTube, Instagram & LinkedIn
- Designed and supported affiliate sales program

### **Founder / Director / Large Format (Grocery) – Custom Label / Private Label Bottled Water - Wisconsin / Illinois**

- Design and executed business plan for not for profit / for profit hybrid social impact business.
- Product, packaging and marketing design for seven (7) individual skus.
- Execute “go to market” strategy for each sku.
- Established and executed broker / affiliate sales channel .
- Identified and worked with individual non-profit recipients in each market product is sold.
- Secured floor space to support sales of 2.5 million cases over 15 month period.
- Transitioned to be self-managing.

### **Regional Sales Manager - Northeastern, WI**

- Designed / executed “Cross sell” opportunities with other internal divisions
- Designed / executed channel marketing programs for commercial Insurance agents & realtors.
- Designed / executed passive awareness campaign directed towards local fire departments – training seminars, leave behinds, eblasts, viral videos
- Designed and presented “app” to support acquisition and retention of small – mid size accounts

### **Director of Business Development Large Format – Custom Label / Private Label Bottled Water - Wisconsin / Illinois**

- Developed branding, operational management SOP's and market placement (small format / gas & convenience and large format / grocery accounts)
- Implemented co-branding promotions and non-traditional revenue streams
- Designed and managed targeted multi-media marketing campaigns
- Responsible for 1 million bottles sold in first 120 days

### **Regional Sales & Marketing Manager / Senior Packaging Engineer - Packaging Equipment & Supplies Distributor - Midwest**

- Identified and secured new business opportunities (local, regional & national), packaging innovation, short / long term growth initiatives, market development and value added sales generation.
- Managed all aspects of client projects from concept to completion. Coordinate specification development, testing, validation and technical support.
- Developed alliances with non-competing synergistic business partners, enabling each partner company to offer a total systems solution to customers increasing market penetration.
- Designed and launched online purchasing platform. Responsible for product integrations, SEO development, social media marketing plan and acquiring vendor support.
- Pipeline growth from zero to \$750,000 in first 90 days.

### **Director of Operations & Business Development - eCommerce – Single Source Solution - Business Supplies and Equipment – Nationwide**

2013 - 2015: Grew sales pipeline to \$10 million. Decreased order processing to 7 minutes per transaction with the Integration of salesforce.com and quickbooks online. Integrated into sales channels such as eBay.com and PriceGrabber.com. Increased shopper retention by 65% through the deployment of a price comparison tool "Price Check Direct". Grew sales via social media platforms such as Facebook, Twitter, Pinterest and LinkedIn. Launched radio talk show "Let's be Direct". Integration of promotional products, print solutions and 250,000 industrial and jan-san products.

2012: Deployed accounting system, created SOP's and Sales Staff comp plan. Added additional 10,000 skus to online catalog while moving high volume products to be supported Manufacturer Direct. Increased vendor pool by seventy-five (75) manufacturers.

2011: Architected and successfully launched online purchasing community; supported an online catalog of 20,000 office products (op) leveraging one (1) wholesaler. Sales Growth of 200%.

Clients Under Management: Pepsi Beverages Company, Microsoft, Coca Cola, Conagra Foods, US Air Force, US Navy, Stanford Univ, Michigan State Univ, Boeing, Three (3) Group Purchasing Organizations plus 500+ small to mid size businesses within the United States

### **Director of Sales and Marketing - Promotional Products / Print Distributor – Headquartered Chicago, IL**

- Strategically increased sales from \$1.2 million in 2007 to \$5.5 million in 2009.
- Designed and managed launch of online promotional spend management / reverse auction platform
- Increasing margins from 20% & 30% to a standard of 65%.
- Created and implemented marketing programs responsible for company's passive / residual revenue. - Mentored staff of seventeen (17) full / part time.
- Created strategic partnerships contributing to increased sales, profitability and overall success

Clients Under Management: PepsiAmericas, Pepsi Bottling Group, Pepsi Co, Tracy Locke, Sunny Delight, Seagram's Beverage, AllSport, ConAgra Foods, Brown County Home Builders Association as well as a national audience of small to mid-size business.

### **Education:**

B.S. Economics University of Wisconsin - Milwaukee, WI 1989 to 1994

### **Skills:**

sales, business development, customer acquisitions & retention, channel management, public speaking, online community building, web development and maintenance, business strategy, customer relations, customer support, data warehousing, database marketing, contract negotiations, contract management, financial management, market research, marketing programs, campaign management, business analyst, purchasing, supply chain management.

### **Volunteer Experience:**

- Marketing Consultant – Perspectives N.E.W - Social Media Marketing Design / Implementation
- Advisor - Community Supply Network - Marketing, Web Design, Project Management
- Teaching / Professional Volunteer
  - Junior Achievement Green Bay Public Schools
  - Junior Achievement DePere Public Schools
  - Junior Achievement Pilgrim Lutheran School - Green Bay, WI
  - Junior Achievement Kaleidoscope Academy Appleton, WI