

Objective

Proven professional seeks challenging, responsible management position where education and extensive experience in all phases of business operations will be fully utilized to deliver profitable results.

Summary of qualifications

Outstanding performance throughout 20 plus years of dedicated effort utilizing the following:

STRONG MANAGEMENT/LEADERSHIP SKILLS – proven through direct involvement in Finance, Sales/Marketing, Administration and Manufacturing.

EXTENSIVE BACKGROUND in “turn around” or “growth” situations with thorough knowledge of all operations and functions.

EXCELLENT INTERPERSONAL/COMMUNICATION SKILLS – personable, assertive, and direct, with the ability to relate productively with all levels of management, co-workers, employees, and a diverse customer base.

Professional experience

(1/2012-Present) Company being sold

Director/COO

- Created a company that manufactures hard goods and soft goods both domestically and internationally
- Created apparel program that utilizes recycled plastic bottles that are converted into spun yarn that is turned into actual fabric for manufacturing either in knit or woven piece goods.
- Specialized in private label programs for athletic companies and corporate entities as well as employee uniform programs, theme park merchandise. (Disney, Cedar Fair limited Partnership. Six Flags etc.)
- Work through distributor networks and sales organizations to develop programs, expanding to meet the needs of our customer base.
- Create quick ship program for our customers, helping them develop E-commerce and direct ship programs to grow their consumer business.
- Develop franchise program that handle new employee merchandise and uniform programs that are shipped directly to each franchisee as product is needed and is centrally billed to corporate offices.
- Work with concession companies to handle uniform fulfillment programs for stadium employees.

(1/2006-12/2011)

Director/COO

Created a company that manufactured 3-D embossed Aluminum/metal products from ceiling tiles to license plates. Developed a division that manufactured logoed licensed products for all the major sports groups and character licensing company such as Disney, WWE, and Marvel Entertainment etc.

- Assisted with product design and development and planning
- Developed automated stamping and packaging program to handle retailer requirements.
- Responsible for hiring and managing Sales reps and sales groups
- Created design programs with in-house artist as well as working with freelance artist.
- Worked directly with large retailers and book store chains and E-commerce sites to create and sell programs into their markets. Worked with concession companies and corporate clients as well.

(2/2000-12/2005)

Director/Partner

C.S.E.G. was created to help companies bring new ideas to market. My responsibilities included working with foreign businesses to develop their U.S. based distribution, sales force, and product rollout strategy. One of my major projects was to work with Transcolor Corporation (TCC) to increase their sales and to help them acquire Winterland, a division of MCA pictures.

- Created U.S. infrastructure to handle foreign companies' distribution
- Created sales force to handle foreign companies U.S. sales
- Created marketing programs to introduce new products into the marketplace
- Worked on and finalized the acquisition of Winterland by Transcolor Corporation from MCA Pictures

Philadelphia, Pa. (9/96-2/2000)

Director of Sales and Marketing

Brought in to help develop new markets and expand existing market. Helped to bring in new licensing revenues. Brought in racing agreements with NASCAR and NHRA. Created private label for AND1 which included apparel and footwear, this helped AND1 become a primary supplier for Footlocker. Helped Big Daddy become a fast growing apparel company for the large sized male, includes apparel and footwear. Helped Ampro expand its contract service in screen-printing and embroidery as well as expanding packaging services for the likes of Nike, Reebok, Cyrk, etc. Helped Ampro establish its own identity in the retail market with the See-shirt, the first true reflective ink in the screen printing business. Expanded Ampro's retail market by becoming a distributor of apparel and footwear for Adidas. Helped to restructure sales force internally and externally to cover in-house reps as well as commissioned outside sales force. Helped build Ampro into one of the largest and most respected contract printing houses in the country. Worked to reorganize the infrastructure of the company creating 5 different divisions and worked with the president to run these divisions. I am proud to have put Ampro in the position to control its future destiny and growth.

- Created licensing division for apparel & accessories
- Created and sourced private label program for Nike, Reebok and Cyrk
- Help to develop two new apparel companies at Ampro called AND1 and BIG DADDY
- Developed a line for resort communities across the country (Nantucket to South Padre Island)
- Created division to distribute Adidas footwear and apparel for tristate region
- Ran day to day sales and manufacturing operations

Cleveland, Ohio (1/94-9/96)

Owner/Operator

Focused on 2 major projects. The first consisted of the development of apparel and non-apparel (e.g. posters, mugs, hats) for 1994 World Cup Soccer with a special line for opening and closing ceremonies. Material reproduced in all participants' languages and distributed domestically and internationally on retail and wholesale basis as well as complimentary copies to consulates and embassies. The second major project involved the development of NASCAR and drivers' apparel and non-apparel goods with marketing support and distribution domestically and internationally. The corporate goal was to increase visibility/recognition through national retail chains, mass merchandisers, etc., ultimately elevating popularity of drivers to match that of professional sports stars in basketball, football, and baseball. Company sold at the end of 1996.

- Worked with Time Warner to create a licensing program for World Cup USA
- Developed apparel & accessories program for licensing products for the World Cup opening ceremonies in Chicago
- Helped retailers understand NASCAR drivers program

Chicago, Illinois (1/93-1/94)

Consultant/COO

Strong performance directing all operations of New Products Division for company specializing in licensed and non-licensed apparel. Full charge and responsibility for design, coordination, and product development, costing/pricing, production, distribution, and overall profit and loss. Coordinated and developed ASI and Premium lines. Worked directly with artists, salesmen, and manufacturers on designs. Had authority for final approval on all items.

- Helped Demco create new apparel programs
- Helped Demco acquire Fruit of Loom programs to distribute
- Developed a line for Demco to sell to Wal-Mart called Red Tail (animal oriented)
- Ran day to day sales and marketing operations
- Help source Demco's apparel programs both domestically and internationally.
- Developed 807 and 807A programs on some jersey programs for Wal-Mart.

(6/85- 1/93)

Director of Sales/Marketing / Co-Founder

Founded company offering apparel line of licensed products and managed all sales/marketing aspect. Responsible for design and production of lines ranging from toddler to adult sizes. Worked directly with NBA, NFL, NHL, MLB, ICE, NCAA, and Disney to acquire licenses for apparel being manufactured. Managed national sales force in the retail and college markets. Generated \$120 MM in sales in seven years. Merchandised apparel lines through major accounts including K-Mart, Wal-Mart , J.C. Penney, Disney, Target, Sears (retail and catalog), and Cedar Point.

- Founded Company
- Developed Licensing Programs with all major sports teams
- Created private label programs for Disney
- Created programs for theme parks to retailers
- Built infrastructure and sales force
- Oversaw our production at our three factories in Fayetteville North Carolina Area
- Standardize our delivery requirements systems ,Yardage reports and inventory controls
- Responsible for initial product development and sales across the U.S.

Professional Hockey Player (6/79-6/85)

Education

Union College

Schenectady, New York

Bachelor of Science

Major: Economics with a Concentration in Finance and Accounting