
MAJOR ACCOMPLISHMENTS

20 Year Owner Of Successful Promotional Brand Management Company

- **Provided and sourced creative, high impact and cost effective branded marketing solutions** to Clients in a wide range of industries utilizing custom logoed promotional products/sportswear, direct mail pieces, and other specialty marketing materials.
- **Educated customers on how to consolidate, manage, and reduce their promotional spending by 40%** across all departments through the use of proprietary software, group buy, and on-line company store programs.
- **Independent and proven ability to consistently meet deadlines, and manage multiple sales projects.** Initiated every aspect of the sales cycle including screening prospects, securing appointments, consulting face to face, brainstorming ad copy, writing proposals, sourcing all products. presenting virtual product mock-ups and pre-production samples, creating packaging/personalization options, and follow up.
- **Managed operating budgets, efficiently sourced custom made products domestically and internationally,** approved vendor and customer invoices, collected receivables, and promoted customer loyalty reward programs.
- **Oversaw the design and execution of new logo design,** layout options, pms color matching, and imprinting on various mediums in order to consistently maintain the integrity of the Brand in accordance with the Client's strategic marketing plans and demographic audience.
- **Proficiency in Microsoft Office Suite, and integrative CRM lead generation software** including Salesforce, Inside View, email marketing programs, video marketing, WebEx, and social media tools such as, Facebook, Twitter, and LinkedIn.
- **Assisted Clients with the planning and execution of creative regional, national, and international sales meetings** through the targeted use of branded corporate identity products designed to reinforce the meeting theme.
- **Helped Clients to design and execute successful trade show marketing plans** including pre-show mailings, foot traffic ideas, a lead capture/lead follow up system, and high impact branded merchandise and displays to attract attention, identify staff, and reward attendees.
- **Proven Sales Award Winner**
- **2003 & 2006.** Recipient of **"Heavy Hitter Award"**
- **Achieved twice** for selling one of the single largest orders for AIA for the year out of 250 franchisees.
- **2003 & 2006.** Recipient of **"Velocity Award"**
- **Earned twice** for achieving the highest increase in sales over the previous year compared with 250 franchisees. Strong International Experience In
- **Import/Export Project Management Experience**
- Helped UK and US companies thoroughly research, market, and penetrate distribution channels in the USA, UK, Europe, Middle East, and the Far East. Effectively sold and managed a three phase export marketing research and foreign expansion service in London to CEO level Clients using a creative consultative sales approach.

- Executed detailed needs analysis report at the Client's factory to gauge their product market strategy, unique selling proposition, and distribution requirements.
- Screened, selected, and managed the consultant team to carry out field research, identify, and select prospective distribution partners. Communicated report findings to Client, coordinated the travel itinerary, and accompanied Client on sales trips to meet and negotiate business agreements with foreign partners along with our on-site consultant. Advised Client on changes needed in product design, packaging, and pricing in order to effectively close and service sales in the target country.
- Carried out initial market research for Chris McCormick, Direct Marketing Manager for L.L. Bean, to help the Company determine the best way to enter the Japanese market.

PROFESSIONAL EXPERIENCE

September 2010 to Present	<u>Regional Branch Sales Manager</u>	Cape Elizabeth, ME
Focus on the development, sale, and delivery of customized branded promotional products, imprinted apparel, and office products programs for small and large national and international Client companies in the areas of trade shows, sales meeting, appreciation gifts, new product introductions, gift with purchase programs, safety programs, community outreach, direct mail, and employee rewards programs. Initiated cross selling opportunities with other specialty Indoff sales partners in order to promote a one stop shopping experience for Indoff Clients. Successfully sold and installed over 18 LED retrofit projects saving customers over 50% on their electricity bills and earning rebates.		
December 2008 to August 2010	<u>President/Owner</u>	Cape Elizabeth, ME
Affiliated with Boundless Network of Austin, TX, my focus was on providing cost effective branded marketing solutions for all kinds of organizations with an emphasis on utilizing the Boundless Network Group Buy technology, powered by Salesforce.		
October 1999 to November 2008	<u>President/Owner</u>	Falmouth, ME
Affiliation with Adventures In Advertising of Neenah, WI allowed me to continue to run my own branded merchandise business with the financial backing, buying power, and back end support of a top ten distributor in the industry.		
August 2006 to August 2008	<u>Commodore (Volunteer Position)</u>	Cuttyhunk, MA
Responsible for hiring and managing a staff of five certified sailing instructors and several volunteers for a seasonal community non-profit sailing program. Coordinated volunteer work weekends to efficiently		

commission and decommission the Club's fleet of boats, as well as overseeing a retail boutique and direct to membership fundraising efforts.

January 1991
to
September 1999

Portland, ME

Founder/President

This business started out as a team uniform and sporting good business in a small retail store and transformed into Action Sportswear & Promotions, Inc., a full service promotional products and custom sportswear distributor.

January 1989
to
December 1990

Portland, ME

Founder/President

Founded an import/export management and consulting company to help U.S. and foreign companies research international opportunities through market research and successful sales.

January 1986
to
December 1988

Portland, ME

Contract Sales Director, Office Supplies Division

Responsible for locating, pitching, selling, and managing state of the art next day contract office supply management solutions to the top twenty employers and trade associations in Maine. Created custom printed Client specific contract catalogs. Trained buyers on the first on-line order entry system which cut order entry costs and errors by 20 percent. Met quarterly with buyers to review pricing, service and ways to enhance the program.

November 1984
to
December 1985

London

Export Marketing & Project Manager

Sold and managed a three phase export market research and field visit program to help US and UK companies locate and select local sales agents and distributors in the USA, UK, Europe, Africa, Middle East and Far East.

May 1983
to
November 1984

Boston, MA

Outside Export Sales Representative

Consistently increased sales of international containerized cargo services to manufacturers and freight forwarders in MA, ME, VT, and NH through regular field visits.

EDUCATION

Tulane University

New Orleans, LA

BA Double Major International Relations and French

Junior Year Abroad Program in Paris, at La Sorbonne and L'Institut d'tudes Politiques de Paris.

Bancroft School

Worcester, MA
High School

Dale Carnegie

Westbrook, ME
Certificate Human Relations Course

Southern Maine Community College

South Portland, ME
Associates Degree in Applied Science Culinary Arts GPA: 3.9029

Intensive two year culinary arts program, fully accredited by the American Culinary Federation, incorporating basic and advanced a la minute food preparation, buffet preparation, basic and advanced baking, dining room service, food service management, food and beverage purchasing, ServSafe certification, human resource management, accounting, culinary math, and a 500 hour externship program.

PROFESSIONAL AFFILIATIONS

Member, American Culinary Institute
Advertising Specialty Institute

INTERESTS

Health & fitness, healthy cooking, racquet sports, emerging digital technologies.

CERTIFICATIONS

David Blaise Course "Top Secrets of Promotional Products Sales"
Completed PPAI's certified course: "Ambassador of Product Safety"