

Promotional Products Distributor SR Executive

Profile

Promotional Products Distributor Senior Executive with extensive management experience and operational oversight in promotional products distribution and sales seeking opportunity to leverage experience, contacts, and customer base with an established promotional products organization. Over 34 years of sale and leadership experience and 23 years of direct industry experience in promotional products developing relationships with key client buyers and solutions to bolster client brand recognition.

Areas of Expertise

- ◆ Promotional Product Sales
- ◆ Merchandising and Design
- ◆ Organization and Management
- ◆ Account Management / Relationship development

Experience

2005 – Current

Lake Oswego, OR

Owner / President

- Established Soft Icon LLC, a promotional products distribution company focusing on client specific, custom branding and distribution of quality promotional products in support of brand recognition and marketing with annual revenue base of \$1M.
- Creative design ability – taking design from creation to importing finished products at affordable prices.
- Implemented cloud-based infrastructure for managing communications, client requests, and business materials and artifacts. Leveraged Microsoft Dynamics for CRM, Exchange for Email communication, and SharePoint for document and business artifact management.
- Utilized QuickBooks for purchasing, invoice generation and revenue recognition.
- Developed sales team of 5 representatives; mentoring and training on industry best practices and sales techniques.

1995 – 2005

Kansas City, MO

Account Executive

- Responsible for sales and business development for the Pacific Northwest Territory.
- Developed revenue for region from zero to \$2M in sales annually.
- Consistently maintained sales goals and targets to achieve President's Club recognition.
- Developed new customer relationships with some of the largest customers in the Portland / Seattle areas including Microsoft, Nintendo, Food Services of America, Amazon, and Freightliner.
- Established custom merchandise programs for larger clients developing timelines and events, point of sale promotions, and employee recognition processes.

1984 – 1995

Dallas, TX

Owner / President / Sales

- Owned and operated a design and manufacturing company specializing in career apparel and uniforms for financial institutions including banks and savings & loans organizations.
- Designed and developed custom uniform programs for national customers; establishing brand specific wardrobes, inventory needs tailored for their employees.
- Managed employee base of 65 people including, design, administrative personnel, pattern makers, cutters, sewers and finishing/shipping department.