

SUMMARY OF QUALIFICATIONS

Seasoned, results oriented industry executive with extensive experience in sales, marketing and management with a hunter mentality in the Promotional Products Industry. Effective leader skilled in developing sales strategies and increasing revenue at both the corporate and national levels. Exceptional ability to build rapport through interpersonal relationships and effective communication. Experienced team leader known for developing and retaining highly productive staff. Consistently meeting or exceeding quotas.

Areas of Expertise

- Sales Operations Management
- Client Relationship Specialist
- Leadership and Team Development
- Product Launch Merchandise
- Successful Hunter of New Business
- Well Organized and Highly Efficient
 - Exceptional Problem Solving Strategies
 - Devotion to Customer Satisfaction
 - Accomplished Import Specialist

KEYWORDS

Executive, Manager, Business, Hunter, Quota, Operations, President, Marketing, Brand Management, Sales, International, National, Distribution, Product, Development, Research, Logistics, Strategic, Market, P&L, Contracts, Negotiation, Policies, Procedures, Merchandising, Reporting, Consultant, Import, Ecommerce, B2B, Promotional Products.

PROFESSIONAL ACCOMPLISHMENTS

- Developed, implemented and managed e-commerce B2B merchandise storefronts for Marriott International, Compass Group, Sodexo, M&M/Mars, Accenture, ExxonMobil, Bayhealth, Old Dominion University and GEICO for their Promotional Products programs.
- Produced a marketing standards manual for a national chain of Assisted Living Communities.
- Designed, sourced and managed a specific promotional package of custom merchandise for C-SPAN to win the Democratic National Convention Bid for sponsored merchandise. Final product was featured on CNN/Headline News.
- Developed, marketed and imported a successful custom line of Gecko products for GEICO.
- Implemented and created a tiered custom award program for Ritz Carlton President Awards.
- Created innovative sales award and custom apparel programs for Yellow Book USA,
- Designed, sourced, managed and oversaw the manufacturing of custom designed Promotional Products with partnering factories in China for Sanofi-Aventis/Dermik, Astra Zeneca/MedImmune and Graceway Pharmaceuticals.

PROFESSIONAL EXPERIENCE

Hanover, MD

2012-present

- Responsible for relationship development with five (5) national accounts comprising of \$2.8 million in sales
- Achieved 197% of Quota and 103% of AGP Quota in 2015; currently at 199% of Quote and 127% of AGP Quota
- Create and implement marketing campaigns for each client as part of the strategic sales plan
- Development and implementation of four (4) e-commerce platforms for inventoried and virtual programs
- Provide leadership and innovation in key account development, management and expansion as well as P/L's on each account.
- Develop and implement short and long term strategic sales and business plans for each client
- Expert skill set includes senior-level presentations, negotiations and relationship building
- Acknowledgement by senior management for exceptional organization, strategic planning and understanding industry trends.
- Work with new Account Executives on industry training; managing a team of 10 Account Executives at Gannett, Perdue Farms, Campbell's, ODU and TEGNA.

2011-2012

- Responsible for building brand recognition in Virginia, DC, Maryland, DE, PA and NJ
- First year sales of \$3.9 million dollars with a 17% increase over 2010
- Manage and man regional and end user trade shows
- Development of strategic business plans for overall account growth in specified area
- Handle end user calls with distributors with use of extensive knowledge
- Developing client specific product presentations for end user use
- Create marketing campaigns to stay top of mind with client base
- Manage insides sales partner and customer service team

Manassas, VA

2009–2011

- Developed and implemented three (3) ecommerce merchandise stores for GEICO
- Increased first year sales of \$3.0 million dollars with a 33% gross profit for B2B sales
- Achieved 293% of Quota and 89% of AGP Quota for 2010
- Achieved 174% of Quota and 90% of AGP Quota for 2011
- Hired, trained and managed a staff of 5 associates for account management, order entry and merchandising
- Managed, promoted and staffed 16 annual GEICO travel product shows to call center locations nationally
- Implemented virtual product shows for locations too remote or with historically low sales
- Developed strategic business plans for overall account growth inclusive of all 10 of GEICO's business units
- Created interactive, animated presentations for marketing events team sponsorships
- Initiated and built dynamic relationships with all major divisions within GEICO
- Created customized promotions to meet the client's specific objectives for all avenues of sponsorship
- Increased exposure and created demand for custom gecko and KASH merchandise in both retail and dealer channels
- Executed client specific corporate merchandise programs through national marketing contacts
- Dedicated to providing innovative, cutting edge merchandise while protecting the brand

National Account Manager, Monroe, WA
2007–2009

- Formulated RFP responses to win M&M/Mars ecommerce merchandise programs
- Achieved first year B2B sales of \$5.5 million dollars with a 30% gross profit. 47% increase in second year
- Managed and trained a staff of three (3) account managers handling special orders and on-site management
- Established and launched a retail M&M/Mars company store at the corporate facility in New Jersey
- Created eco-friendly line of merchandise to compliment a major marketing campaign for all business units
- Built dynamic relationships with all the M&M/Mars product lines
- Strategically created custom merchandise for each Mars brand
- Developed and implemented custom reporting and rebating for M&M/Mars

Strategic Account Director, Falls Church, VA
2003–2007

Marriott International/Avendra (2005–2007)

- Increased sales by 35% year over year to \$5.5 million annually in B2B sales
- Managed and trained four direct reports to develop relationships with other Avendra founders
- Developed and implemented ecommerce platforms for all Marriott brands.
- Created ecommerce platform to tabulate ongoing results for sales award programs

ExxonMobil (2003–2007)

- Repaired relationship with main ExxonMobil clients. Increased sales from \$1.5 million to \$4.3 million annually over 2 years.
- Directed a staff of five in both special order and program development
- Designed and created a die cast product line for Mobil Delvac, Mobil One and Exxon, which was sold through dealer network

President/CEO, Rockville, MD
1988–2003

- Built promotional products company from the ground up with 15 employees with \$3.5 million in sales
- Managed internal customer service teams, marketing and accounting teams to handle all aspects of a business with an unique business model
- Acquired expertise in all aspects of account development, direct mail, presentations, proposals and program selling
- Development of e-commerce programs, campaigns and promotions for Marriott International, Sodexo, Hewlett-Packard, Motorola and C-SPAN
- Responsible for overseeing daily business functions
- Managed a sales force of 8; responsible for training, setting sales goals, setting margin expectations

EDUCATION

American University, Washington, DC

- Bachelor of Science, Marketing, Kogod College of Business Administration

PROFESSIONAL ASSOCIATIONS

- Sales & Marketing Executives International
- Business Marketing Association
- Promotional Products Association International
- ASI

REFERENCES AVAILABLE UPON REQUEST