

Business Development – B2B Sales – Director of Sales

New York • NY 10016

CORE STRENGTHS AND COMPETENCIES

OVER 20 YEARS OF SALES GROWTH AND MANAGEMENT EXPERIENCE

- National Account Management
- High-level / High-impact Sales Presentations
- Winner of Multiple Industry Sales Awards
- Sales and Negotiation Skills
- Strategic Business Planning
- Long Term Budgeting; Expense Control
- Direct & Indirect Rep Management
- Distribution Expansion
- New Product Introduction
- Strong Client Relationship Skills

EMPLOYMENT HISTORY

Philadelphia, PA

1982 to 2016

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2017 to 2018

Managing Partner – developed and patented packable apparel jacket that converts to a bag or backpack. Selling into the domestic promotional market as well as international (specifically South/Central American) sales.

Strategic Accounts Director 2008 to 2016

Responsibilities included critical aspects of bringing products to market including interacting with the direct sales force, managing the national indirect sales force, new product introduction, business planning, web enhancement, marketing campaign management and new product development.

- Managed accounts that grew from \$4.75M to over \$10M in annual sales
- Developed and implemented business strategies for three leading national companies in the promotional products and imprinted sportswear industries
- Worked with national network of 20 outside sales reps
- Managed an internal service team of five
- Doubled the Facilis Group sales from \$2.7M to \$5.5M. (The Facilis Group is comprised of 80 promotional product companies with total sales of \$500M)
- Grew the AIA account base sales from \$1.4M to \$2.7M. (AIA is comprised of 280 promotional product companies with total sales of \$160M).
- Tripled the EmbroidMe account base sales from \$650K to over \$2.0M annually. (The EmbroidMe Group is comprised of 300 franchises with total sales of \$100M).

Director of Special Markets 1997 to 2008

Responsible for business development outside of the Company's established core business segments

- Developed and implemented business strategies partnering with large industry buying groups in both the uniform and promotional products markets
- Managed the Company's product expansion into the rental uniform industry creating specific partnerships with well-known industry groups such as Unilink, CSC, and UPA
- Led the special markets team in spearheading over 600 key accounts producing over \$4M in incremental annual sales

Division Manager 1982 to 1997

Responsibilities included coordination with outsourced contractors, cost analysis, forecasting, new product introduction and new business development

- Established the Company's printing division which became a significant profit center
- Cultivated business through local sales calls and networking groups
- Set pricing and managed margins
- Partnered with multiple contractors to produce over 15,000 embellished orders for hundreds of promotional products distributors
- Grew sales from under \$10,000 to over \$1,500,000 annually
- Client accounts included PepsiCo, The Academy Awards, AT&T, the Philadelphia Flyers

AWARDS

- AIA Velocity Award: 2011, 2012, 2013, 2015
- Facilis Supplier of the Year: 2013
- Outstanding Industry Rep, Printwear Magazine: May 2012
- EmbroidMe Supplier of the Year: 2009, 2010, 2011
- AIA Supplier of the Year: 2010

PUBLIC SPEAKING AND TRAINING

- Key account educational webinars: 2010 to present
- AIA Platinum Exclusive Supplier Engagement sessions: 2010 to 2014
- UFG (United Franchise Group – EmbroidMe parent company) Expo speaker: 2009 to 2011
- Wearables University national seminars educating Bodek and Rhodes customers regarding basic and advanced best practices of selling apparel. Educated hundreds of distributors and sales representatives: 1997 to 2002

ASSOCIATIONS

- Specialty Advertising Association of the Delaware Valley (SACDV – now PAPPA) since 1989
- Specialty Advertising Association of Greater New York (SAAGNY) since 1990
- New England Association of Promotional Products (NEPPA) since 1990
- Mid Atlantic Association of Promotional Products (MAPPA) since 1990

EDUCATION

University of Kansas, Lawrence, KS
 Bachelor of Arts – Political Science
 University of Kansas Football Team
 Sigma Phi Epsilon Fraternity

