

S U M M A R Y

Sales/Marketing Management: Develops and manages annual budget. Establishes short-term and long-term sales goals. Directs multiple and diverse product lines. Oversees inventory control/management. Performs buying pattern analysis. Develops and manages retail merchandizing program. Conducts price negotiations. Leads regional sales staff. Schedules territory deliveries. Develops territory routes. Conducts staff evaluations.

Business Development: Creates new business strategies that increase sales and revenues. Successfully launches new product lines into retail stores. Establishes residual sales, conducts educational seminars, and sponsors industry networking events. Negotiates new contracts and contract extensions.

Account Management: Oversees multimillion-dollar territories and accounts, interfacing directly with presidents and chief executive officers. Gives sales presentations. Conducts sales meetings. Manages customer database. Oversees and works at trade show booths. Performs cold calls. Hosts social events. Manages dispute resolution.

E X P E R I E N C E

Strategic Account Manager, Nashville, Tennessee.....2018 - Present

Responsible for entire sales process and managing Hospitality, Multi-Family, and Healthcare accounts across the country. Sell the entire portfolio of commercial roofing products.

- Secured first new account in hospitality market for FSBP, Choice Hotels, consisting of 5500 properties in North America.
- Currently responsible for \$25,000,000 in annual revenue and increasing.

.....2004 - 2018

National Account Manager,2016 - 2018

Managed major hotel and casino accounts. Have direct relationships with Best Western, Choice, Marriott, Wyndham, Hilton, Caesars Entertainment, Station Casinos and others. Worked with contacts at brands to negotiate multi-year contracts, managed product placement, distributor relationships, customer service needs, and pricing.

- Responsible for \$13,000,000 in annual revenue.
- Achieved 107% of sales goal in 2017.

Constantly, prospecting to find additional business with new properties and existing brands. Manage internal customer service process for hotel and casino business.

Account Manager,2004-2016

Managed accounts in Arkansas, Kentucky, Mississippi, and Tennessee. Led one of highest-revenue territories, which included states of California, Washington, Oregon, Alaska, and Hawaii. Directed territory sales representative in southern California. Established, grew, and educated territory accounts. Worked closely with distributors to concentrate sales initiatives at utilizing BIC and Norwood products while maximizing profits. Developed knowledge of buying and selling methods of account base to tailor sales approaches for each account.

Resolved disputes with distributors in a fair and equitable manner to distributor and company. Collaborated with field sales force, marketing managers, and product development to generate sales and promotional ideas involving product suggestions and applications within market. Served as liaison to develop strong relationships between distributors and other company personnel, improving ease of conducting business internally and externally. Set pricing on an ongoing and case-by-case basis.

- Generated territory revenues of \$14,200,000 at peak.
- Successfully built three of west coast's largest distributors to over \$1,000,000 per year: Branders.com (\$1,800,000), Promo Direct (\$1,500,000), Jack Nadel International (\$1,300,000).
- Large-growth accounts: Initial Impression (\$5000 to \$310,000), PromoShop (\$65,000 to \$275,000), Alexon Group (\$0 to \$125,000), Avid Promotions (\$10,000 to \$75,000).

Sales Director2002–2004

Managed three grocery product lines: high-end cigars and accessories, Costadoro Italian espresso, and Frasier Cafe Nervosa gourmet coffee. Held responsibility for increasing revenue and assessing value for all brands. Led two regional supervisors' daily activities; scheduled and coordinated distribution and merchandising for accounts. Tracked and controlled inventory of all accounts, maximizing sales. Personalized each store's product list according to purchasing pattern of customers. Conducted cigar education seminars for resort and restaurant accounts, leading to substantial increases in revenue.

- Directed accounts, including over 300 grocery stores and 20 restaurants and resorts such as Ralphs Grocery Company, Beverages and More, Morton's of Chicago, Ritz Carlton, and Rock Resorts.
- Grew three stores in Palm Desert monthly revenues from \$2,500 per month to over \$10,000 by understanding and reacting to consumer buying patterns.
- Responsible for decreasing shrinkage 75% by introducing incentive program in grocery accounts.

Account Executive2001–2002

Generated revenues from sale of suites, advertising packages, club seats, season ticket packages, and group tickets. Sold new accounts through networking, entertaining existing/prospective clients, cold calling, and in-person presentations. Established new ticket plans and promotions to attract buyers during peak sales seasons, renewals, and holidays.

- Generated \$775,000 in new business. Revenues came from two full-season suites, 27 all-event club seats, 150 hockey season tickets, 2000 group tickets, and 10 advertising/ticket packages.
- Maintained 86% retention rate of season seat holders.

Sales Representative.....2000–2001

Recognized as top-producing member of sales staff for two consecutive seasons. Generated over 50% of new season ticket sales in 2001. Obtained 92% retention rate of season ticket holders. Spearheaded pricing analysis of season ticket packages and set price increases/decreases for 2001 season.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA, Columbia, South Carolina
B.S., Sport Administration, 1999

AFFILIATIONS

- Promotional Products Association of the Mid-South, President – 2015*
- Promotional Products Association of the Mid-South, Treasurer - 2014*
- Specialty Advertising Association of California, Board of Directors – 2009 - 2011*