

Career Objective Sales Manager with 10+ years of experience managing field sales and team building. Organized, analytical and independent self-starter able to strategize and prioritize tasks to accomplish projects with creativity and timeliness.

Work Experience **March 2017 – December 2018** **Vancouver, BC**  
*National Sales Manager, USA*

- Accountable for nationwide sales team reporting to VP of Sales. Direct responsibility for mid-west region sales team as well as coaching and mentoring US Director of Key Accounts (USA East & USA West);
- Responsible for recruiting, hiring and training sales agents to represent Stormtech;
- Negotiate and finalize vendor agreements with key customer accounts;
- Develop tools to monitor and analyze performance metrics and improvements;
- Participated in quarterly company leadership strategy sessions to provide sales input;
- Inform senior management of market knowledge of competition;

**April 2016 – February 2017** **St. Paul, MN**  
*Vice President Sales and Marketing*

- Developed annual sales plan for division;
- Established sales and marketing tools to support the annual sales plan;
- Analyze cost/benefit of trade shows and company attendance;
- Participated in product development and management meetings to provide sales/marketing input;

**December 2011 – January 2016** **Toronto, ON - Trevoise, PA**  
*Vice President Sales – Western USA – Vice President Sales - Midwest*

- Devised and implemented sales strategies and regional forecasting including monthly and yearly sales goals;
- Executed sales plan for the region monitoring results and illustrating performance vs. plan. Created a tool to manage regional expense budget;
- Successfully managed the merger of sales teams from two different companies into one cohesive unit;
- Responsible for recruiting, hiring and training territory reps;

**February 2007 – December 2011** **Indianapolis, IN - Tampa, FL**  
*National Sales Manager*

- Developed sales strategies and forecasting for publishing / calendar national sales division reporting to VP of Sales;
- Collaborated with Senior Sales Management to develop strategic plans for sales division;
- Worked with corporate and division marketing to determine and execute marketing programs, sales collateral, promotions and trade shows;
- Supervised Director of Sales, 12 Regional Managers and 2 Coordinators;

**February 2005 – February 2007**

**Indianapolis, IN**

*Vice President National Accounts*

- Set strategies to grow business and national account partnerships;
- Wrote business plans for each national account and maintained records of sales activities for each account;
- Developed an expense budget for the national account territory;
- Worked with corporate marketing to create national account marketing programs including promotions and trade shows;

Education

**St. Cloud State University**

**St. Cloud, MN**

Bachelor of Science Degree in Marketing and General Business.

Professional  
Association

Served on the Board of Directors for the Upper Midwest Association of Promotional Products (U.M.A.P.P.).

Activity

U.M.A.P.P. Positions held:

- Education Committee Chairperson
- Secretary
- Treasurer
- Vice President
- President
- Past President

President of the Calendar Advertising Council (CAC)

Earned MAS (Master of Advertising Specialty) degree from National Association for taking part in over 170 hours of continuing education.