

# CHRISTIAN C. BRANDT

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## SALES AND MARKETING EXECUTIVE Business Development | Sales Management

Highly skilled Sales and Marketing Director with proven track record achieving quantifiable results, creating and implementing sales and marketing strategies within the promotional product industry and vertical market tradeshows such as Sign, Award and National Business Media. In-depth expertise contributing to corporate's vision for business development. Establishes best practices for optimizing sales performance throughout operations, marketing, training, and sales departments with a focus on increasing revenue. A trained leader capable of teaching, mentoring, motivating, and assisting sales teams in achieving – and surpassing – corporate financial growth goals. Credited with taking over poor-performing inside sales teams, turning them into company profit makers and taking over outside sales in low growth territories, and growing it into #1 in North America. Able to generate significant new revenue streams. Collaborates closely with internal and external stakeholders. Creates and delivers compelling presentations—a strong focus on gaining corporate market share. Excellent communicator, exceptional negotiator. Fosters long-term client relationships.

- Consultative Sales
- Business Development
- RFP Proposal Management
- Market Analysis/Trends
- Strategic Planning & Analysis
- Create Standard Tradeshow KPI's
- Cold-Calling Proficiency
- Financial Forecasting

### Professional Awards & Achievements:

- 2018 – Present SAAGNY Board of Director
- 2019 – Present Committee Chair of Legislative
- 2020 Regional Association Council Chair Person
- 2016 & 2017 SAAGNY Salesperson of the Year
- 2013, 2014, 2015 & 2016 PolyconceptNA \$2,000,000+ Club (increase over budget)
- 2015 & 2016 E-Promo's Elite Supplier of the Year

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## PROFESSIONAL EXPERIENCE

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### **THE MAGNET GROUP**, Washington, MO

August 2018- Present

#### NY & NJ Regional Sales Manager

- In 2019 & into 2020, I increased sales in a sales territory that had been declining for five years.
- In 2019, I ranked #1 in two major product categories for the company.
- I ranked among the top 3 sales managers in sales growth.
- I am responsible for providing product solutions that help agencies within New York & New Jersey.

### **VANTAGE APPAREL**, Avenel, NJ

2017- 2019

Proven Outside Sales Director for a Top 40 Apparel Supplier in the Promotional Products Industry that was a “best in class,” receiving the top embroidery award every year for the past 20 years.

Promoted to Sales Director (December 2017).

#### *East Coast Sales Director*

- In 2017, I was voted #1 sales person for the second year in a row by SAAGNY Organization.
- I increased managing inside and outside salespeople by 100%, while simultaneously increasing sales within the first six months by 120%.
- I spearheaded the Sales & Service TaskForce to increase client retention and satisfaction levels.

#### *Regional Sales Manager (Cont.)*

- Restructured, hired, and was responsible for 10 outside and inside salespeople from Virginia to Canada.
- Implemented a new training process for client meetings and procedures for the follow-up process to increase sales by 20%.
- Initiated new marketing and tradeshow presence (pre-show, show meetings, and after-show follow-up process) to increase product awareness and sales by 30%.
- Oversaw sales staff and personal activity of \$10M+ in annual sales through 10,000 various marketing agencies.

**POLYCONCEPT NA**, New Kensington, PA

2011 – 2017

Proven Sales Manager in New York/New Jersey for a billion-dollar global supplier of promotional products, operating on five continents and selling to 100+ countries worldwide.

**Field Sales Manager**

- In 2016, nominated The Best Sales Person by the SAAGNY Organization
- In 2016, ranked #2 producer out of 35 salespeople in North America with approximately \$2.6M in sales over 2015.
- Managed \$21M+ in annual sales through 3,000 various marketing agencies in New York and New Jersey.
- Ranked among top 3 sales managers every year based on increased sales growth and overall sales production.
- Responsible for providing product solutions that helped clients such as Verizon, Samsung, and the NBA integrate marketing campaigns with giveaways or collateral.
- Managed 10 salespeople to resolve issues, manage up-sales opportunities, and follow-ups within the annual budget, utilizing strategic corporate marketing messages.

**ADVERTISING SPECIALTY INSTITUTE**, Trevese, PA

2001 – 2011

The largest media, marketing, and education organization serving the promotional products industry. Held several concurrent executive positions at ASI.

**Executive Director of Membership Sales, 2008- 2011**

- Increased sales from \$3M to \$10M within three years.
- Managed 30+ salespeople, generating over 5,000 new company accounts annually (a company record high).
- Implemented business opportunity processes that increased membership to record levels, from 16% to 78% by selling a turnkey solution for a person to make themselves into a company overnight as well as with research tools, and marketing collateral to a web-site solution.
- Implemented a power dialer system that increased phone productivity by 50% and completed integration with CRM software to reduce data entry by 45%.
- Utilized targeted phone lists, with phone system increasing call volume to correct prospect, plus having a call campaign targeted to specified markets.
- Initiated programs to ensure 1<sup>st</sup> call resolution for all client inquiries by having a process to ensure prospects were always recorded, documented, and in receipt of all necessary information to make an informed decision to become a listed member.

**Executive Director of Client Retention, 2007-2008**

- Implemented a sales and marketing collateral program that included free services introduced to newer clients, which increased their life cycle and increased sales of what they purchased with a company and ultimately increased client satisfaction from 68% to 84% within the first 6 months.
- Created a department to support a client base of 27,000 members, increasing the client life cycle by 13% in 1st year while improving the profitability of each client.
- Offered other free services such as web sites, research tools, and marketing catalogs designed to help client companies make money and increase life cycle.
- Built a training program including scripts for sales staff based on program offerings.
- Created tracking reports to measure life cycle for all clients and the status of campaign offerings to ensure revenue growth.

**Executive Director of Marketing Services, 2005-2007**

- Restructured product offerings to turnkey marketing solutions that increased sales to \$9 million dollars annually.
- Reversed a five-year sales decline.
- Retained 98% of previous year's buyers in print media by introducing renewal program and product packages within monthly subscriptions.
- Implemented new product lines to retain existing client spending by 25% by creating a mailing program for any marketplace along with web catalogs.

**Director of ASI Credit Connect, 2003-2005**

- Introduced web-based application to replace an outdated software program.
- Restructured sales, marketing, and operations into one seamless unit, increasing customer satisfaction from 60% to 90%.
- In 1<sup>st</sup> year, exceeded sales budget for the first time in 5 years for the department.
- Redesigned software application into 3 stages of a web-based application to reduce operation costs, increase sales, and improve client information, creating roughly \$40,000 savings quarterly.
- Integrated client accounting systems to reduce work for clients and ASI, resulting in increased production of 45%.
- Implemented a retention strategy and reduced cancellation by 30% within 1st year.

*Director of ASItransact and E-ASI Billing, 2001-2003*

- Launched new product line that tracked purchase orders and invoices between distributors and suppliers of promotional product industry via XML or EDI that eliminated the need for distributors and suppliers calling each other about order status.
- Increased sales volume by 900% by implementing several different price points for various services.
- Improved client retention by 50% by implementing a telephone, email, and branding campaign.
- Trained sales staff to improve the closing ratio by 50% by utilizing sales scripts.

## CENTURA BANK, INC, Rocky Mount, NC 1995 – 2000

*Director of Operations*

Responsible for implementing the all-new system to comply with federal regulations.

- Updated all network systems, ordering and maintaining software/hardware for Y2K compliance.
- Managed and installed a new (UNIX based) ACD/PBX system and managed the integration of the IVR system.
- Acted as Project Manager for the call center e-commerce.

*Sales Manager (In-Bound & Out-Bound Sales)*

Trained new staff to sell various banking products and services, depending on the marketing campaign.

- Created and developed collections team for retail and small business clients, a sales team (inbound & outbound), an out-bound retail customer-based sales team, and a predominately out-bound refinance mortgage sales team for a high volume call center.
- Managed over \$74 million loan volume sales for the year 1998.
- Generated over \$10 million in loan volume sales for outbound telemarketing campaigns for the year 1998.
- Managed and set up proper guidelines for all Commercial Activity (Cash Deposit Accounts and Loan activity).

*Financial Services Officer (In-Bound & Out-Bound Sales)*

- Generated \$12.5 million in loan value.

Reviewed credit reports and allocated funds in the form of mortgages/loans for personal and small business accounts.

*Personal Insurance Specialist*

- Sold seventy (average) new policies a month with a cross-selling average of 33 percent to all new accounts.
- Initiated cold sales for personal insurance sales in an aggressive sales environment.

**Education & Certifications**

- Bachelor of Science, Accounting, Political Science, North Carolina Wesleyan College, Rocky Mount, NC
- 2000 Certified, Project Management Planning, Kepner Tregoe
- 1999-2004 Licensed, Property & Liability Insurance

**Professional Affiliations**

- Board of Directors at Specialty Advertising Association of Greater New York
- Direct Marketing Association
- American Marketing Association

**Personal Affiliations**

- 2007 – Present Head of St. Ignatius Basketball Team
- 2009 – Present New Hope Soccer Team- Goalkeeper
- 2009 – Present Riverhorse Soccer Team – Goalkeeper