Douglas Weigman

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CAREER OBJECTIVE

To assume a position with a professional organization that will utilize my skills in sales, marketing and prospecting; in addition to utilizing my background in developing and maintaining strong business relationships with all customers and prospects.

PROFESSIONAL EXPERIENCE

Poly Concept North America (Trimark Apparel)   2018-6/2020
Field Sales Manager for Wisconsin   Appleton, WI
Responsibilities:

- Work with Account Executives throughout Wisconsin to position our product to be at the forefront of all their apparel needs.
- Know and fully understand our product line and be able to present it intelligently to a room full of customers. Be able to answer all questions and look for opportunities with each person in attendance.
- Set up and attend a variety of state run industry trade shows. Attend national trade shows and properly follow up with all leads and projects generated from those events.
- Attend end-user calls with key AE's and their key accounts to get inclusion of my product into their company store/program.
- Schedule weekly travel and maintain close contact with the top 60-accounts and all the AE's within each of those accounts.
- Work with all of my A, B and C accounts to help them grow their business, while searching for new accounts in the area that could move into the top 60.

Highlights: Was able to bring in a few accounts that were not originally part of the top 60 and turn them into top 20-accounts. Able to close sales while in meetings and became a valuable asset to key Account Executives on end-user calls with their key accounts. Able to get our product added to many national programs, including: McDonalds, Wells Fargo, American Family Insurance, Fiserv, Ernst & Young, Ariens, Arby's and several others.

Strategies, Ltd.   2000-Present
Account Executive   Appleton, WI
Responsibilities:

- Develop marketing plans for all business types and sizes including consumer and retail businesses.
- Develop and launch all consumer and retail promotions, co-promotions, corporate sponsorships, marketing collateral, advertising efforts, and media relations.
- Assist and guide clients in creating stronger product recognition in their respective marketplaces.
- Generate additional revenue for my customers through the proper use of promotional products and marketing ideas.
- Manage all facets of my fifty-plus account base's promotional needs.

- Partner with advertising agencies to plan and execute direct mail, product launches, national campaigns, & public relations campaign implementation
- Execute numerous market research initiatives to support brand positioning, pricing, and marketing communications efforts

Highlights: Assisted in the development and implementation of a "new business development" prospecting program that continues to be a valuable tool in recruiting new accounts. Consistently meets the needs and exceeds expectations of all of my customers on their respective projects.

Createch, Inc.   1998-2000
Sales Representative / Account Manager   Kimberly, WI
Responsibilities:

- Actively pursued new accounts; managed existing key accounts and sales.

- Provided marketing support to local division marketing coordinators.

- Produced quality marketing and sales material to support local sales team

Highlights: Acquired a major account in my first year, who subsequently become my current employer, Strategies, Ltd.

Forward Enterprises   1992-1998
Project Manager / Insides Sales   Appleton, WI / Maple Grove, MN
Responsibilities:

- Job and project quoting of stainless pipes and building materials
- Purchasing of all materials needed for jobsite
- Managed on-site inventory for various paper mills

Highlights: Started out in the warehouse, was promoted to sales and then became assistant branch manager within two years.

EDUCATION

University of Wisconsin-Oshkosh   1989-1990
Little Chute High School   Graduated 1989

VOLUNTEER ACTIVITIES

Special Olympics
Fox Valley Road Crew (a safe ride program)

REFERENCES

Available upon request