

Jared K Allred

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OBJECTIVE

Pursuing an opportunity that will allow me to use my unique talents and skills to grow professionally, while contributing to the organizations' goals and growth. To lead, to challenge, and to be challenged, thus, producing the best results possible.

EXPERIENCE

Logo Concepts – Centerville, Utah

June 2018 – Present

∴ **Account Executive / Import Specialist**

- ◆ B2B sales for custom products, promotional products, all types of print and event marketing materials.

Signature Products Group – Salt Lake City, Utah

June 2014 – May 2018

∴ **Product Manager** – Product Development

- ◆ Worked directly with overseas partners / vendors & large retail brand partners in producing a variety of retail products; starting from the idea phase, research, design & development, packaging and through to retail placement. Including travel to factories, negotiating for best costing to improve overall margins while keeping with the specific brand consistencies of the retail brands we represented
- ◆ Managed the products throughout the product life cycle, gathering and prioritizing product and customer requirements, sourcing the correct components and defining the product vision and working with internal and external teams to optimize results
- ◆ Worked closely with the sales department to prepare product and packaging for retail line reviews and provided continual product support, including SMU and key account request
- ◆ Use and understanding of the PLM system – Centric
- ◆ Travel to and vetted the factories for quality and audit compliance
- ◆ Followed the industry trends to be used across all products
- ◆ Provided I.P. on a product in the category (US Patent No. 10,343,612 B1)

OGIO International – Bluffdale, Utah

May 2001 – August 2009

∴ **Marketing Manager** – Promotional Products division

- ◆ Controlled all marketing activities (tradeshaw: booth design and setup and sales during show, website, catalog design and proofing, digital images of product for sales presentations, etc.).

- ◆ Used knowledge of the Ad Specialty Industry and applied it to the OGIO marketing strategy which in turn helped in not only obtaining our sales objectives but we blew them out of the water for 4 straight years. Also, helped with sales, customer service and maintained key customer relations.

Inovar – Logan, Utah

May 1999 – May 2001

∴ Purchasing / Buyer

- ◆ Negotiate and purchase of board level components.

EDUCATION

August 1996 – May 2001

∴ Utah State University – Huntsman School of Business – Logan, Utah

- ◆ Bachelor of Science - Business Administration

August 2010 – January 2013

∴ Utah Valley University – Orem, Utah

- ◆ Major: Premedical Biology

INTERESTS

Family, golf, football, basketball, softball, mountain biking, hunting, fishing, camping, etc.

PHILANTHROPY

- ◆ Boy Scouts Of America – Scout leader 10+ years
- ◆ 26 month church mission – Spanish speaking
- ◆ O.U.R. Volunteer

REFERENCES

References are available upon request.