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# JAY J. PAPANONE

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## SUMMARY

Senior sales executive with a proven track record of delivering results. Extensive experience in managing national accounts and growing revenue through a strategic, collaborative, customer-focused planning process. Proven leadership and management skills which have contributed directly to increased profits for the company. Sales management experience that includes teams of: Inside Sales, Customer Service, MLR independent contractors and direct-employed sales teams of up to 20 people.

## KEY ACCOMPLISHMENTS

- ♦ **Sales Growth-** Consistently delivered above industry average sales growth. 25% growth thru 9 months of FY19/20 until virus stay at home order.
- ♦ **Problem Solver-** took over a top ten customer account failing to execute sales turnaround and returned it to even within one year. Listened to their customer service needs, provided customized reports to fit their system and reached out to each of their branch managers to create a proactive action plan.
- ♦ **Solutions Provider-** developed and launched E-commerce specialist position to better service fastest growing customer segment. Resulted in sales growth 3 times higher than overall company average
- ♦ **Leadership-** Received Top 10 'Boss of the Year' award in 2014 as voted on by ASI Industry magazine PPB. Received the most nominations by direct reports of any of that years' recipients.

## EXPERIENCE

*Stormtech Apparel*  
**Director of Sales**

2019-2020

Managed entire USA sales efforts of Canadian based \$100MM company included Buying Groups, National Accounts and Nationwide Multi Line sales team. Negotiated Key Account contracts, rebate plans and product programs. Managed and attended all tradeshow efforts. Focus on Central US sales team efforts. Position currently terminated due to Covid-19 effect on industry sales.

*Evans Mfg.*  
**Vice President of Sales**

2016-2019

Directed entire sales effort of \$48MM molder and decorator of USA made promotional products. Grew company to 28th largest in industry. Managed team of 10 regional sales reps, a National account manager and 4 account executives. Initiated and managed E-commerce specialist and Inside Sales team. Created annual sales plan, entire sales team budgets, sales goals and trade shows activities. Senior member of product development team. Negotiated all annual sales contracts and rebates

*Crown Products LLC, Division of Ebsco Inc.*  
**Director of Sales**

Elmhurst, IL  
2010 –2016

Direct entire sales efforts of \$33MM promotional products division. Directed sales team conversion from Multi Line rep based to balanced staff. Managing 11 Multi Line Reps, 12 Factory Outside reps and 7 person Inside Sales Team. Create annual sales plans, budgets, sales goals and manage all trade show activities. Responsible for all sales efforts on National/Key accounts. Developed and implemented new E-Commerce Sales team that is fastest growing section of company business.

*NORWOOD PROMOTIONAL PRODUCTS/ BIC GRAPHICS*  
**Vice President of National Accounts, Midwest**

2007-2010

Coordinated sales and marketing functions with ten of the company's largest customers. Directed sales for company's two largest customers and held responsibility for \$30,000,000 out of company's \$250,000,000 in overall sales. Created annual business plans for accounts, including sales goals and full marketing/promotions calendars. Represented company at national and regional trade shows for top accounts. Served as management point of contact for customers on functions, including customer service, credit, claims, and sales/volume rebates. Performed nationwide travel to work closely with main offices of accounts and regional/satellite offices.

***Regional Vice President of Sales, Midwest***

2000-2007

Managed regional group of twelve sales representatives across Midwest. Hired and trained representatives in territory. Traveled with representatives in territory. Established sales goals and ensured alignment with company goals. Contributed to monthly training and education webinars for sales team. Conducted weekly conference calls with sales team to review goals and share information. Reviewed weekly expense reports and managed to budget.

**ADDITIONAL EXPERIENCE**

***Director of Sales, RCC Division of Norwood***, San Antonio, Texas, 1994-1999. Led up to eight regional account managers in Midwest and east-coast areas. Set sales goals, hiring and training regional representatives. Contributed to industry trade shows and conducted weekly teleconference meetings. Earned company's largest sales increase in history with 40% year-over-year growth.

***WINCRAFT, INC.***, Evanston, Illinois, ***Director of Sales and Marketing, Card-O-Link Division***, 1987-1994. Oversaw \$5,000,000 in sales for company, including orchestration of flyers, promotions, catalogs, trade shows, and product development. Held sole responsibility for contact with customer base outside of customer service aspect.

**EDUCATION**

***ILLINOIS STATE UNIVERSITY***, Normal, Illinois, ***B.A., Mass Communications and Broadcasting***, 1987

**CERTIFICATION**

***Advertising Specialist (CAS)***, 1994