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SUMMARY

Results driven energetic Executive Vice President with proven track record of sales excellence, team training, and mentoring, thought leadership, strategic planning and cross market collaboration. Consistent history of achievements in the promotional products industry. Motivated leader with strong organizational and prioritizing skills with proven abilities to build trust and communicate effectively across all levels of an organization. Adept at partnering with Boards of Directors and C-Suite executives to develop and execute strategic business plans that achieve key objectives.

SKILLS

- * Sales and Marketing
- * Operations
- * Visionary
- * Strong Verbal and Written Communication
- * Sales Coaching and Training
- * Sales Presentations
- * Relationship Building-Client and Employee
- * Process and Project Management
- * Executive and Team Leadership
- * Vendor negotiation skills
- * Liaison between Sales, Marketing and Operations

EXPERIENCE

Executive Vice President

Wayland, MA

iPROMOTEu/ Oct 2019 to Oct 2020

* **Division was closed due to the COVID-19 Pandemic.**

Prior to pandemic my division achieved 20% sales growth over the previous year.

10% reduction in staff

17% reduction in cost per close

50% increase in leads generated

20% increase in deals closed

Time Frame October 2019 March 2020.

- * Hired, trained, and mentored a team of 12 business development managers to recruit new distributors to iPROMOTEu's business platform. www.impromoteu.com
- * Managed and analyzed activity and sales utilizing HubSpot and our software.
- * Optimized recruitment efficiency and retained top talent by implementing a new recruiting program.
- * Planned and executed recruitment events to bring in distributor candidates.
- * Identified and implemented key strategies to enhance company product offerings.
- * Reduced process gaps by hiring, supervising, and coaching 12 employees on sales strategies and protocols, optimizing performance, growth, and profitability.
- * Exceeded sales goals, improved profitability by aligning sales strategies and business plans with market trends.
- * Motivated all sales team members to drive growth and development.
- * Collaborated with internal marketing team to align sales strategy with brand messaging across all communication channels.

* Developed hired and launched our Lead Generation Team.

Executive Vice President

Irwindale, CA

Calibre International/High Caliber Line/ May 2015 to Sep 2019

Consistently produced 5% to 10% sales growth year over year.

- * Successfully maintained dual roles as Executive Vice President and Vice President of Sales and Marketing.
- * Integral member of the executive team and co-managed the company with the CEO, CFO and Vice President of Operations.
- * Cultivated and maintained industry relationships and customer partnerships to capitalize on opportunities and maximize business success.
- * Organized and oversaw capital improvement projects to maintain business viability.
- * Promoted company public profile by delivering speeches, writing articles, and presenting at industry conferences as public face of organization.
- * Managed P&L for 3 departments, supervising organization's financial position.
- * Implemented organization's overall mission, vision and assessed employees' job satisfaction in workplace.
- * Developed internal advancement program to promote new managers from within, leading to cohesive leadership structure.
- * Initiated and grew relationships with strategic partners leading to business development opportunities.
- * Established new workflow and employee training processes to improve operational efficiency.
- * Managed company key accounts to promote ongoing project profitability and superior customer satisfaction.
- * Responsible for developing, monitoring, and exceeding organizational KPI's
- * Managed our inside and outside sales teams as well as our marketing department.
- * Resolved escalated customer complaints and drove our customer centric value proposition.
- * Led organization's national and regional trade shows and developed our narrative at each event.
- * Developed our yearly budgets with our CEO for sales and marketing and contributed to our operations budget.
- * Consistently engaged in face to face meetings.

Executive Vice President/Vice President of Sales and Marketing

Celina, OH

Visions/Awardcraft/AITG/ Mar 2008 to Apr 2015

Exceeded projected \$10MM sales growth 5-year initiative by 125%

- * Effectively maintained two roles as well as working closely with our President who established a complete lean manufacturing facility.
- * Member of the executive team along with the Equity Owner, President, CFO and Vice President of Operations.
- * Directed branding, sales enablement, and PR strategies to support implementation of comprehensive marketing strategies.

- * Motivated and mentored employees to increase knowledge, skills and career potential within company.
- * Integrated communications campaigns to create awareness, develop pipeline and bring in new customers.
- * Spearheaded implementation, execution, and growth of business channel partner program.
- * Conceptualized marketing collateral and program strategies by working closely with product management teams.
- * Managed, trained and mentored our inside and outside sales teams as well as our marketing team.
- * Elevated team performance via strategic planning and coaching in areas of prospecting, sales, and value-added presentations.
- * Maintained thought leadership role while implementing top industry trends and participated in professional development opportunities to strengthen product and service knowledge.
- * Strategized and implemented of new revenue initiatives, sales goals and customer engagement tactics, increasing client base by 20%.
- * Boosted profit margins by effectively managing expenses, budget and overhead, increasing closings and optimizing product turns.
- * Maintained key role in national and regional trade shows and developed narratives of each event.
- * Engaged in extensive face to face meetings both domestically and internationally.

CEO and President

Chatsworth, CA AITG was sold at 5 times EBITDA with zero debt.

American Intercontinental Trade Group, Inc. (AITG)/ Jul 1978 to Mar 2008

Maintained integral role in launching start up in the promotional products industry which grew from zero sales to over 12MM over this time while maintaining sizeable margins in the business gift and awards product categories.

- * Acquired organization in July of 200 to become sole owner.
- * Directed organization's financial and budget activities to fund inventory, operations, maximize investments and increase efficiency.
- * Conferred with organization's VP's and Manager's to discuss issues, coordinate activities and resolve customer internal and customer issues.
- * Collaborated with our internal VP of Sales and NSM to develop sales goals and then monitor results.
- * Analyzed operations to evaluate performance to determine areas of potential cost reduction through equipment purchase, and constantly evaluating all aspects of our printing and packaging and shipping.
- * Negotiated and approved rebate contracts and program agreements with our distributors.
- * Developed a monthly review process on reports submitted by all department heads.
- * Implemented corrective action plans to solve organizational issues.
- * Delivered speeches, wrote articles and presented information at meetings or conventions to promote our services, exchanges ideas to help accomplish objectives.

- * Spearheaded initiatives to keep business sustainable, agile, and scalable during industry changes.
 - * Constantly organized and oversaw capital improvement projects to maintain business viability.
- Successfully marketed, pitched, and sold organization in March of 2008.
- * Engaged in extensive face to face meetings both domestically and internationally.

EDUCATION AND TRAINING

Associate of Arts: Communications Management/Minor In Advertising

California State University Jun 1979

Northridge, CA

CAS: Industry Certification

Promotional Products Association International Jan 1995

Dallas, TX

BASI

Advertising Specialty Institute (ASI) Jul 2012

Langhorne, PA

AWARDS AND HONORS

- * Supplier of the Year with ASI for AITG in 1996.
 - * Semi Finalist for Marketing Excellence in 1997 with INC Magazine
 - * TOP 50 Supplier with ASI 1990-1999
 - * Leadership Award with PPAI 2003-2005
 - * Premier Group Exemplary Service Award 2014
 - * 2016 Industry Mentoring and Leadership Award in 2016
- Volunteerism/Involvement
- * President of the Specialty Advertising Association of California 1996-97 (SAAC)
 - * 10+ years as a member of the BOD of SAAC
 - * Honorary Life Member of SAAC 2003
 - * PPAI Regional Association Council Vice President
 - * Premier Group BOD Member 2005-2019
 - * Vice Chair of the Premier Group 2019

References furnished upon Request