





Mark Bernstein

Plymouth, MN 
(612) 710-9974 
msb8577@gmail.com 
www.linkedin.com/pub/mark-bernstein/9/286/13 

Senior Buyer/Merchandiser ♦ Marketing/Program Manager

Accomplished procurement professional with over 29 years of experience in domestic and international buying, negotiating, marketing, and leadership. Successfully merchandised catalog and recognition products using advanced industry knowledge and interpersonal and communication skills. Secured multi-million dollar purchases of premium and promotional products. Regularly coordinated and presented promotional sales, program development, and customer presentations. Supervised team members for 22 years locally and nationally.

Areas of Expertise

- Contract Negotiations & Strategies
 - Product Sourcing & Pricing
 - Market Trend Analysis
 - Project Management
 - Supplier Relations & Partnerships
 - New Product Development
 - Leadership & Team Management
 - Proficient with Microsoft Office
-

Professional Experience

PROGRAM MANAGER & SENIOR BUYER

2011—2019

Deluxe Corporation & Safeguard Business Systems, Shoreview, MN

PROGRAM MANAGER – PROMOTIONAL PRODUCTS & APPAREL (2017—2019)

- Achieved a 28% increase in revenue by educating and advising a network of 280 national and international franchises to utilize a preferred supplier network
- Gained a 32% increase in sales margin by coordinating distributors' customer shows through supplier management and on-site event planning
- Executed annual in-person distributor training and education sessions nationally and internationally at 5 major industry trade shows and a corporate sales meeting
- Managed a team of 4 buyers (3 domestic and 1 global direct sourcing buyer) based in Monroe, WA

SENIOR BUYER, ENTERPRISE STRATEGIC SOURCING & LOGISTICS (2011—2017)

- Increased revenue by \$3-5 million dollars annually by developing and delivering strategic sourcing initiatives through supplier relations, RFPs, negotiations, and contracts
- Secured reduced costs of acquisition of product and service commodities by implementing an effective Source-to-Pay process
- Generated \$65 million in promotional product purchasing from 109 suppliers by developing, implementing, and managing the preferred supplier "Best in Class" program
- Managed the RFP process for supplier justification, development, and negotiations, including contract processing and execution

MERCHANDISER & PRODUCT MANAGER

1991—2011

Carlson Marketing Group, Plymouth, MN

SENIOR MERCHANDISER, CLIENT OPERATIONS (2005—2011)

- Grew and sustained business profitability by 12—19% annually through merchandising and supplier partnerships for incentive marketing
- Managed over 125 merchant partner relationships, including price negotiations, discounts, and strategies
- Ensured financial accountability for increased gross profit margins, inventory turnover, and expense control
- Significantly improved company cash position through increased stock turnover and negotiating marketing support revenue
- Reduced inventory SKUs by 30% through moving merchandise for drop shipping, resulting in decreased inventory investment and increased inventory quality and turn rates
- Supervised staff of three in executing merchandising and pricing strategies, ordering, and copywriting

MERCHANDISER, CLIENT OPERATIONS (1998—2005)

PRODUCT MANAGER, CMG AWARDS (1996—1998)

ACCOUNT COORDINATOR, CMG AWARDS (1993—1996)

BILLING SPECIALIST/COORDINATOR, CMG AWARDS (1991—1993)

Education

Associate of Science, Accounting, North Hennepin Community College, Brooklyn Park, MN

Certifications

Certified Advertising Specialist, Promotional Products Association International (PPAI)

Professional Development

- Board Advisory Member, HPG
- Gallup Organization – Strengthfinder
- Steven Covey – 7 Habits of Highly Effective People
- Four Roles of Leadership
- Minnesota Minority Business Enterprise Mentor