

MICHAEL BEACH
PO Box 242053
Little Rock, AR 72223
mbeach@midsouthmg.com
Phone: (855) 464-3768 Cell: (501) 786-4323

PROFESSIONAL SUMMARY

A Results-Driven Business Owner. Strengths and Competencies Include:

- Client Relationship Management
- Project Management
- Time Management
- Successful Business Plan Development and Execution
- People Management and Development
- Marketing / Communication Project Direction and Development
- Demonstrated ability to accomplish sales objectives working through Brokers and Distributors
- New Product Development

EXPERIENCE

HIGHLINE MARKETING

01/2007– Present

Owner / President

Denver, CO

Highline Marketing is a Manufacturers Rep Agency. Marketing products to over 1,500 Distributors in the states of CO, NM, AZ, UT, ID, MT, and WY. We relocated our office from Little Rock, AR in March of 2020. Our lines are/ have included: Tri Mountain, Outdoor Cap, Origaudio, Spector & Co., CoasterStone, Maple Ridge Farms, and Highline Promo.

- ◆ Grew annual volume with existing lines from \$2.2mm in 2010 to over \$5mm in 2019.
- ◆ Employ a strategic, business development approach
- ◆ Give input and influence the development of new products with my suppliers.
- ◆ Provide regular, detailed feedback to suppliers on industry observations, sales opportunities, competitive information, etc.

POLYONE

2001 – 2003

Global Account Manager

Cleveland, OH

PolyOne is the world's largest manufacturer of Plastic and Polymer compounds.

- ◆ Managed a \$70mm business with the company's largest customer, Parker Hannifin.
- ◆ Managed activities of 17 Key Account Managers and 6 product engineers.
- ◆ Coordinated customer needs with technology group to develop new products and create solutions to complex problems.
- ◆ Streamlined the supply chain logistics of 7 Parker divisions (50 locations) to create supply side synergies resulting in a 28% reduction in the cost to do business with Parker Hannifin.
- ◆ Successfully managed growth through solid business planning and resource allocation.

MOBIL EXXON

1998 – 2001

Global Product Development Director, CPG

Overland Park, KS

- ◆ Pioneered the introduction of flexible grips to the Consumer Products industry.
- ◆ Managed 2 engineers and 4 sales people.
- ◆ Directed the Marketing Communications activities including development of brochures, sales slicks, and a "how to" manual describing the benefits of adding grips to consumer products.
- ◆ Called directly on CPG companies including Gillette, Colgate, Black & Decker, OXO, and others to create or enhance products by adding grips to toothbrushes, razors, tools, and Kitchen appliances.

PROCTOR & GAMBLE, Duracell Battery Division

1996 – 1998

Customer Business Director

Overland Park, KS

- ◆ Direct account responsibility for Valu Merchandisers, Fleming, Shopke, Pamida, and HyVee.
- ◆ Managed the Midwest broker network, overseeing all retail activity at Shopko, Target, Menards, SuperValu, and Kroger.
- ◆ Opened Payless Cashways and Valu Merchandisers, growing territory volume from \$33mm to \$38mm in my first year in the position.
- ◆ Effectively utilized AC Nielsen and other data in support of schematic development, product mix, category definition, and profitability and segment development.

UNILEVER, USA, Helene Curtis Division

1990 – 1996

Customer Business Manager

Overland Park, KS

- ◆ Direct account responsibility for Valu Merchandisers, Fleming, Shopko, Target, and HyVee.
- ◆ Managed the Midwest broker network, overseeing all retail activity at Shopko, Target, Menards, SuperValu, and Kroger.
- ◆ Grew territory volume from \$9mm to \$11mm in my first year in the position.
- ◆ Honored twice with the “President Sales Award” for ranking as the number one Customer Business Manager in the company for territory growth and new item penetration.

EDUCATION

- Bachelor of Science, Business Administration
- Graduated May 1989

TRAINING

- Team Leadership Essentials (Fred Pryor/Evelyn Woods)
- Leading the Organization Seminar (Unilever In-House)
- Sales Management Training Seminar (Unilever In-House)
- Counselor Salesperson Program (Leadership Development Centers, Inc.)
- Building Profitable Business Plans Seminar (Unilever Curtis In-House)
- Strategic and Conceptual Selling Skills (Miller Heiman)
- Effective Negotiating (Charles Karrass)
- Time Management Seminar (Franklin Institute)
- Dynamic Oral Presentations Seminar (Roger Flax)