



NANCY G. REUSCHER

DIRECTOR | BRAND MANAGEMENT | STRATEGIC SOURCING

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RESULTS-FOCUSED BRAND & MARKETING PROGRAM SOURCING PROFESSIONAL with extensive proven experience helping companies and clients optimize marketing spend to realize the most value and highest return. Using a strong consultative approach to building and strengthening client relationships, able to direct highly effective agency assessments in service levels and costs in the marketplace to identify and negotiate potential savings or value improvement within the supply chain to ensure top value from suppliers. Successful marketing background with full responsibility for leading creative, digital, tech, analysts, production, analysts, account and content specialists on complex projects, serving a variety of international agencies and industries.

STRENGTHS

Strategic Account Growth
Partnership Building
Needs Assessment
Cross-Functional Leadership
Client Relations

Brand Management
Project Management
Product Launch
Promotional Products
Branded Merchandise

Training & Development
Branding Specialist
Budget Management
Supply Chain & Sourcing
Incentive Marketing

PROFESSIONAL HISTORY

Corporate Imaging Concepts, LLC, Pewaukee, WI | March 2018 – Present

DIRECTOR – STRATEGIC ACCOUNTS

Directing a high-performing team across multiple regions to deliver aggressive growth on major accounts, including one of the largest corporate accounts in the company’s history. Overseeing gross billings of \$6.0M, guiding team performance and results through ongoing training, mentoring and recruiting to evolve team skills as well as client service and success.

- Nearly doubled account portfolio from \$3.4M to \$6.1M overseeing a 5-member team through strategic account development, contract negotiations and client cost containment
- Directing performance for clients that include global human pharma and animal health brands
- Working with 15 brand managers to manage 30+ brands in the promotional channel
- Achieved aggressive growth on accounts: 156% to goal in 2018, a 41% increase over 2017
- Defended and retained the largest account by avoiding the RFP process and negotiating directly with client’s procurement department, delivering 5% savings to client and securing a valuable long-term client and contract
- Achieved 100% Regulatory adherence with Pharma/FDA guidelines for brand consistency

Corporate Imaging Concepts, LLC, Chicago, IL | March 2015 – March 2018

STRATEGIC ACCOUNT MANAGER, Awards & Incentives

Guiding new sales and existing client growth opportunities, managing a team of account managers to develop custom promotional programs to achieve client objectives, overseeing a \$3.4M portfolio. Continuous assessment of process and project management to identify improved efficiencies, needed tools and systems to continue client account growth and team performance.

- Identified new sales opportunities, growing one account by nearly 50%
- Developed a custom programming functionality to gather information and show ROI to client on product sales to demonstration program effectiveness; secured a \$650K program contract
- Developed and implemented a project management tool that streamlined workflow, saved time and improved efficiency with 90% fewer dropped projects

Marketing Innovators International, Rosemont, IL | April 2012 – March 2015

PRODUCT MANAGER

Directed, developed and implemented sales and marketing tactics to promote the company’s technology-based products and merchandise for company client reward and recognition programs. Created results-focused programs using premium merchandise, reward vouchers, and e-gift cards.

- Delivered 10% increase in merchandise redemptions in Dealer Sales incentive channel programs

- Achieved a \$500K increase in new sales revenue by improving the performance of an 8-member cross-functional team focused on a new technology product launch and positioning

Corporate Imaging Concepts, Inc., Northbrook, IL | July 2002 – March 2012

SENIOR ACCOUNT EXECUTIVE

Led significant revenue increases and performance improvements for the company managing inside and outside sales, identifying high-value sources and vendors to work with to create custom corporate merchandise to help promote client brand and improve market positioning. Pursued RFP opportunities, developed proposals and presentations including prototype merchandise.

- Successfully expanded existing account base through dedicated networking, working referrals, cold-calling, and walking tradeshows, growing sales portfolio from \$100K to \$400K in 3 years with 90% client retention
- Researched products and suppliers and negotiated pricing, volume, lead time, delivery and quality expectations with domestic and off-shore manufacturers
- Established a system, protocol and sale price to be used when assessing vendors and partners, determining margins based on volume and payment history, saving the company a 5% minimum
- Developed a preferred supplier team to obtain co-op pricing, minimizing production lead times and ensuring the quality of goods
- Attended industry (PPAI/ASI) tradeshows and educational events to discover new products, suppliers and keep current on industry trends to better help clients with their needs
- Configured and managed an online company store platform featuring corporate-branded merchandise to simplify their ordering process; collaborating with clients before build to determine their needs, objectives and product content
- Ensured inventory levels were kept up for individual online stores, analyzing usage reports

Positive Dynamic Promotions, Chicago, IL | October 2000 – July 2002

SENIOR SALES REPRESENTATIVE

Solo contributor, Company was a distributor that sold promotional products all across the board, banking, legal, retail, working with marketing and procurement. Outside gross sales zero to \$350K in 18 months developed a book of business of \$350K developed from green field for

GE Financial Assurance, Denver, CO | March 1999 – June 2000

SENIOR SALES TRAINING MANAGER

Responsible for GE’s credit programs through participating retailers in multiple territories, guiding sales trainers in each territory and ensuring compliance with all GE policies and messaging. Curated new sales and retailer opportunities throughout a multi-state region.

- Managed training and incentive plans for a 15-store district, training 375 sales associates
- Increased district insurance enrollments by 22% in one year
- Achieved 100% acceptable audits by corporate leadership at all 15 stores

Previous Positions Held Include

CLIENT SERVICES MANAGER, Pierson Hawkins Advertising, Denver, CO

Provided strategic marketing solutions for clients including Norwest Bank (Wells Fargo), US West Dex

ACCOUNT COORDINATOR, Leo Burnett Company, Chicago, IL

Provided strategic marketing solutions for CPG clients including Pillsbury International, Green Giant, coordinating and monitoring all aspects of creative projects, maintaining an \$80M client budget

ACCOUNT MANAGER, Goble & Associates, Chicago, IL

Managed value-added resources, collaborating with training managers, healthcare associations and advocates to comprehend market segments and develop relevant materials, clients included Bristol Myers Squibb, Marion Merrell Dow, Abbott Laboratories

EDUCATION	BACHELOR OF ARTS	BA Degree in Public Relations Illinois State University, Normal, IL
	STUDY ABROAD	Salzburg College, Salzburg, Austria
AFFILIATIONS	MEMBER	Incentive Marketing Association (IMA)
	TAS Designation	Promotional Products Association International (PPAI)