

STEVE WELSH

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Results-oriented professional with extensive sales, management and merchandising background. Top producer with experience exceeding quotas in highly competitive markets. Strengths in marketing, organization, analytics and communication with an entrepreneurial spirit used to identify and capitalize on business growth opportunities.

EXPERIENCE

JANUARY 2005 – APRIL 2020

SENIOR TERRITORY MANAGER FOR SOUTH FLORIDA, ALPHABRODER, PA

- Managed sales and marketing for the territory of South Florida of all imprintable apparel, accessories and promotional products at an industry-leading distributor supplying over 70,000 customers.
- Serviced a designated 160 accounts with a total revenue of \$15 million out of a company total revenue of \$1.7 billion in 2019.
- Consistently met company set sales growth goals across all categories of product while exceeding the company's average gross margins. Sales growth for my territory averaged over 8% for the past five years.
- Adapted to the acquisition of 8 competitors and the integration of their product lines including NextLevel, Ultra Club, Core365, Northend, Extreme, Columbia and Primeline.
- Developed and implemented strategic plans including competitor analysis, market research and penetration and identification of high potential growth markets. Sales to my government bid customers grew 53% in 2019.
- Conducted customer presentations creating a clear distinction based on features and benefits over competitor products and services.
- Established customer-focused partnerships by sharing ownership and accountability for achievement of client expectations.

JUNE 1998 – DECEMBER 2004

NATIONAL SALES MANAGER/PING COLLECTION, PERRY ELLIS, FL

- Hired and managed a sales force of 28 individuals and was also responsible for additional staff of 18 including credit, operations, customer service, warehouse, embroidery and design.
- Developed and implemented sales revenue plans, pricing structure, marketing strategy, discount programs and corporate mission statements.
- Directed Design Department during product development regarding market conditions, product trends and SKU plan.
- Grew sales from \$6.2million in 1998 to \$11.3million in 2004.
- Expanded the account base from 1500 in 1998 to 2300 in 2004.
- Established partnerships with key accounts and buying groups such as Golf Galaxy, Golf America, Pardies, AGM, Troon, VGM and others.

EDUCATION – BACHELOR OF SCIENCE, Marketing, summa cum laude
CW POST, LONG ISLAND UNIVERSITY, NY

