

TODD B. NIMMER

toddbnimmer@gmail.com

262.221.4600

Burlington, WI 53105

Sales Director

Highly motivational and empowering leader with 10+ years of successful experience in directing sales teams and operations. Hands-on manager with proven expertise in turning around under-performing sales operations, building teams to support organizational growth, and inspiring optimum performance. Adept at working with both inside and outside sales teams and at building strong national distributor networks. Computer proficient.

Drove 1,140% sales growth over a 9-year period for a wholesale product promotions company, strengthening the brand and expanding into new markets to sharpen the company's competitive edge.

Led teams and performed individually to meet all annual sales goals throughout career.

Key Leadership Strengths in:

Sales Operations Management ~ Strategic Sales Planning ~ Market Analysis & Sales Forecasting ~ Global Sales National & Regional Account Management ~ Contract & Pricing Negotiation ~ Project Management

Efficiency & Process Improvement ~ Sales Staff Hiring, Training & Management ~ Competitive Analysis

PROFESSIONAL EXPERIENCE

C-SLIDE HOLDINGS, LLC- Lehi, UT Nov 2019-Current

Global provider of webcam covers for computers and devices o distributors, retailers, and end-users.

National Sales Manager/Tradeshow Sales Manager

Main tradeshow developer and sales presenter. Had 60 nationwide tradeshow scheduled for this year.

Providing product sales and informational webinars through virtual implementation. Involved in weekly, business development calls with board of directors.

TOPLINE PROMOTIONS (DISTRIBUTORSHIP)- Eagle, WI May 2019-Nov 2019

Provider of custom-created and promotional headwear, polo shirts, t-shirts, and other apparel.

VP Sales and Marketing

Handled all accounts, both new and old. Managed the production schedule. In charge of the company when the owner was not present. Co-managed creative marketing with the company owner.

C-SLIDE HOLDINGS, LLC – Lehi, UT May 2018 – Dec 2018

Global provider of webcam covers for computers and devices to distributors, retailers, and end-users.

National Sales Manager

Developed new accounts and managed inside sales team of 4 covering 17-state Northeast / Midwest territory and Asian market and supporting 8-figure annual sales level. Led weekly sales meetings and managed tradeshow participation. Co-established and monitored sales metrics.

- Developed 2 high-profile government accounts and expanded tradeshow footprint nationally.

TRIPLE CROWN PRODUCTS / MAX APPAREL USA – Waterford, WI 2007 – 2017

Provider of custom-created and promotional headwear, polo shirts, t-shirts, and other apparel.

Sales Manager

Originally hired as In-House Sales Manager, overseeing inside sales team of 4 for the parent company's distribution operations. After increasing sales 10% within 8 months, promoted to grow sales of its fledgling wholesale division. Led annual sales planning. Developed accounts nationally as the division's sole outside sales representative. Resolved production and delivery issues with Asian suppliers and freight carriers to ensure continuous client satisfaction. Managed team consisting of inside sales, administrative, order processing, and graphics design personnel. Created and led product sales trainings for distributors.

- **Grew annual sales of wholesale division from \$250K in 2008 to \$3.1M+** by 3rd quarter 2017. Year-end sales of 2017 were projected to be \$4M.
- **Built a high-performing in-house team**, increasing its size 300% (to 8), aligned with continuous fast-paced sales growth.
- **Recognized with outstanding sales achievement award each year** and honored with \$10M Lifetime Achievement Award in 2016.
- **Increased number of active accounts 900% to achieve a peak of nearly 1,500.** Key account wins included securing a national trucking company that had been a long-time target of the division.

PROFESSIONAL EXPERIENCE

TRIPLE CROWN PRODUCTS / MAX APPAREL USA – Waterford, WI

Sales Manager (Continued)

- **Earned VP of Sales status** in 2012 for driving continuous strong revenue growth.
- **Closed the largest distribution sales deal** (at the time) in Triple Crown Product's 20-year history.
- **Substantially expanded market visibility, integrated social media marketing strategies into sales planning, and launched new products:**
 - Developed innovative email marketing campaign that opened television promotional opportunities and led to apparel worn by host of *Survivor* and by others in reality and sports shows.
 - Designed and introduced to the national market successful customized sports-apparel lines that established a new benchmark in overseas production turnaround speed.
 - **Strengthened sales operational efficiency and efficacy** by devising new processes and directing office manager in streamlining key administrative functions.
 - **Planned and organized participation in 14 tradeshow annually** (including 1 in Toronto).

EARLIER EXPERIENCE included positions as Salesperson at Medlin Hyundai (Rocky Mount, NC) and Amato Hyundai Mazda (Milwaukee, WI) and Store Manager at Diamond Vogel Paints (Milwaukee, WI).

MILITARY EXPERIENCE

UNITED STATES NATIONAL GUARD 8 years

First Class Light-Wheel Mechanic

Primarily stationed in Milwaukee, WI. Honorably discharged.

PROFESSIONAL DEVELOPMENT / KEY TRAININGS

MANAGEMENT TRAINING PROGRAM: Amato Hyundai Mazda

NUMEROUS PRODUCT KNOWLEDGE TRAININGS: Various employers

COMMUNITY / VOLUNTEER LEADERSHIP

BOARD OF DIRECTORS MEMBER: Boys and Girls Club of West Bend 2 years

MEN'S GROUP LEADERSHIP TEAM MEMBER: Riverwood Church (Burlington, WI) 1 year