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SALES, MARKETING AND MANAGEMENT EXECUTIVE

EXECUTIVE PROFILE

Entrepreneurial results-driven executive with more than 20 years experience leading high-profile companies and sales organizations. Combines strong management capabilities with superior analytical skills and is an expert in selling both tangible and intangible solutions to C-level, upper management, and business owners.

Motivational management style with a proven record of building and retaining highly skilled sales teams, distributor networks and manufacturers representatives. Successful in identifying opportunities for accelerated growth and implementing an action plan. Extensive qualifications in the application of running a profitable business.

UNIQUE SKILL SET

- 22 Years **proven successful** management and selling experience
 - Excellent leadership and organizational skills
 - Proficient in interactive presentations
 - Direct Mail and Mass Marketing Consultant
 - Background in Marketing and Advertising
 - Budgeting and Expense planning for multi-million dollar regions
 - Team Development, Motivation and Training
 - Key Account Management / Retention
 - Easily break-down technical data to clients
 - Proven problem solver / creative solutions
 - Proficient in online sales platforms such as *Salesforce, Infor CRM, and Saleslogix*
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PROFESSIONAL EXPERIENCE

AT Cross Company - Providence, RI **2018 to 2020**
Worked in the Business Gift Division as the Northeast Regional Manager for this worldwide retail company. I sold luxury writing instruments in the Promotional Products industry, covering key accounts in NY, NJ, PA, and New England. Extensive training in selling high-end products to qualified distributors.

Gold Bond, Inc. - Hixon, TN **2016 to 2018**
Hired as the Northeast Regional Manager covering 10 states from Maryland to Maine. I was successful in growing my region for this Top 40 supplier. Major categories included: Drinkware, pens, technology and golf items. I was promoted to Key Accounts manager after my first year with the company.

THE MAGNET GROUP - Washington, MO **2010 to 2016**
REGIONAL SALES MANAGER

Hired as the New England and New York state Regional Manager. I was brought on board to help build the territory and utilize my relationships with the most successful distributors in the Northeast area. I was able to sustain annual growth at 10% and brought on many new customers.

- **Sales Rep of the Year 2013** Highest percent growth in company - 23% increase, \$5.5MM Territory

LOGOMARK, INC. - Irvine, CA

2007 to 2009

NEW ENGLAND REGIONAL SALES MANAGER

Fulfilled important role of managing a \$4 Million dollar region for the company. Broad scope of responsibility included P&L accountability, strategic market planning, business development, sales forecasting, marketing, and presenting product lines to a network of distributors and businesses. Position involved the ability to do both pre-call planning and post-call analysis with follow through. Logomark is a top supplier (manufacturer) in the \$19 Billion dollar promotional products industry.

- Recognized for opening up most new accounts nationwide which was over a 22% increase.
- Extensive training in Selling with advanced techniques utilizing real-time data flow analysis.
- Managed New York and New England states
- High-achiever with a sustained growth rate of 13% annually. Website: www.logomark.com

SANMAR CORPORATION - Seattle, WA

2005 to 2007

REGIONAL SALES MANAGER

Top sales and marketing executive for this \$500+ Million dollar manufacturer of corporate wearables and sports apparel. This outside sales role involved calling on all types of customers including distributor networks, sports dealers and the golf industry. Directed an internal sales team of Account Executives and Marketing Managers to service customer needs and develop meaningful client relationships. Combined all sales information, market research and buying trends to synergistically offer the customer exactly what was needed. (Continued)

- Awarded *Salesman of the year* (Eastern Region) for outstanding sales growth for 2006.
- Responsible for planning/managing a \$12 Million dollar region in New England.
- Represented Retail lines such as *Nike Sportswear, Ping Golf, Outer Banks and Hanes*.
- Delivered first year's gross profit 6% above plan.
- Regularly implemented new product launches strategically focused on targeted accounts.
- Presented lines to ASI distributors, contract decorators and sports dealers.

Website:

www.sanmar.com

THE MAGNET GROUP - Washington, MO

1998 to 2005

REGIONAL SALES AND TRAINING MANAGER

Senior position responsible for increasing profitability for this \$70 Million organization and growing a territory from \$3.2 Million dollars to over \$6.1 Million dollars. Frequently recognized as a top producer including Salesman of the year (2001) and runner-up in 2003, 2004. Challenging position required monitoring sales trends and forecasting for 8 different divisions within the company umbrella

- Responsible for building a \$6MM territory.
- Top Performer for 7 years, including *Salesman of the Year* (2001).
- Successfully presented 8 subsidiaries for the company
- Managed and trained several new Regional and District Managers.
- Personally worked with the CEO in product development and marketing implementation.
- Extensive program-selling with non-profit companies. Website: www.themagnetgroup.com

Education and Professional Affiliations

California Lutheran University, Thousand Oaks, CA (BA, Business Communications)

Focused on Communication Arts and Business Law; Involved with Campus Cares outreach program.

New England Promotional Products Association (NEPPA) - Served on the Board of Directors for 3 years. Organized trade shows and conducted supplier/distributor relations forums.

Certified Advertising Specialist (C.A.S.) - Had to complete 4 years of ongoing training and seminars.
Areas of focus: Effective sales presentations, maximizing profit margins and product development.

Selling with Advanced Techniques (S.W.A.T.) Program – Private training program conducted through employer to separate and exemplify abilities above and beyond industry standards.