Lisa Fosdick

Senior Sales & Marketing Strategist

CONTACT

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CAREER PROFILE

- Sales and Marketing Leader passionate about people and branding
- Demonstrated success aligning vision with marketing, sales, and operational goals
- Creative at leveraging data to inform direction and performance incentives
- Recognized as an authentic manager whose style is direct, motivational and gets results
- Strengths include project management, staff management, content development, driving sales, eCommerce, branding, digital marketing, emerging tech

CAREER HIGHLIGHTS

- Managed 100mm in sales revenue and 28,000 customers
- Managed 25mm in sales revenue and 52 internal and external reps
- Grew sales 6% year over year in 24 months and average order size increased 10%
- Coached 450+ franchise locations
- Built a distributorship which generated $3mm in sales annually
- Salesperson of the Year, *Counselor Magazine* and for 8 consecutive years during career
- Vendor of the Year, Veryfine Fruit Juices & Drinks and Boston Whaler

PROFESSIONAL EXPERIENCE

Vice President .COM & Strategic Partnership| ePromos.com 2020

- Motivated, developed and oversaw sales team of 2 Directors and 50 Sales Representatives responsible for $25 MM in transactional sales.
- Implemented and managed sales forecasting, budgeting, and planning
- Drove marketing content development in partnership with marketing and merchandising teams.
- Analyzed for acquisition or strategic partnership, eCommerce competitors, distributors and franchise companies
- Increased sales and client adoption of new product revenue streams
- Redesigned Sales Channel Model
- Leveraged Salesforce for sales team accountability, benchmarking KPIs, retention, prospecting, lead routing and scoring.
- Created and lead an ePromos Advisory Council of key influencers to gain adoption for sales initiatives
- Reduced sample spend and shipping costs increasing profit
- Oversaw the implementation of a Learning Management System, ePromos Academy to improve presentation skills and closing rates
- Designed and delivered Sales Playbooks which included reporting, presentations, email marketing assets, flyers, testimonials, and videos to assist sales reps in adopting mission and call to action
- Measured results and pivoted strategy based on data

Vice President of Client Success | Stran Promotional Solutions 2019–20
(Role impacted by pandemic)

- Successfully pivoted sourcing team through pandemic enabling Stran to close PPE sales
- Trained all new hires and worked with the junior sales team to adopt more consultative sales style
- Implemented a combination of domestic and offshore model for project management and order processing
- Successfully onboarded a new order entry and presentation software platform increasing efficiency

Director of Sales | Hub Promotional Group 2017–2019

- Developed sales team of 15 company sales reps, 2 national sales managers and 22 US/Canadian multi-line reps.
- Managed $100mm in sales revenue and over 28k customers
- Increased sales 6% annually and average order size by 10%.
- Developed monthly bonuses and incentives tied to goals to drive sales
- Leveraged data to improve strategy and reassigned territory based on sales data
- Built and retained business by improving the entire sales cycle
- Targeted eCommerce companies and buying groups as an area of growth as well as a liquidation channel for slower moving stock
- Implemented a sales structure to serve distributors and national accounts of all sales volume levels

continued

SOFTWARE & TECHNOLOGY

- Salesforce, Netsuite, Microsoft Teams, Constant Contact, Facilis, Hootsuite
- Crypto currency Early Adopter and Blockchain Master Class Graduate

PROFESSIONAL DEVELOPMENT

- Dale Carnegie Sales Program
- Blogging Boot Camp
- LinkedIn Sales Funnel

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PROFESSIONAL EXPERIENCE *(cont)*

- Recruited, interviewed, and trained all new sales personnel. Implemented professional development plans using industry assets and creation of in-house customized webinars and training
- Negotiated rebates and contracts

Director of Marketing & Social Media | British Beer Company 2011–2016

- Increased beer and food sales by 36% through promotional events and streamlining offerings
- Managed $500,000 annual marketing budget
- Created the Uncle Lumpy Brand of Vanilla Porter that grew to #2 in sales
- Initiated Instagram and Twitter accounts and utilized Hootsuite Content Management System to establish followership increasing 20k plus and increased Loyalty Program to 5,000 members
- Established weekly email marketing calendar. Created content that achieved open rate of 20% plus
- Developed and supervised production of television programs featuring BBC chef print ads, wrote, and produced radio spots and directed photo shoots
- Managed budget and sales deliverables
- Oversaw philanthropic ventures in response to community needs that raised over $500k for local charities

President/ Owner | First Impressions 2001–2011

- Established a $3mm distributorship of branding and marketing of apparel

Director of Training | Adventures in Advertising 1995–2001

- Trained and coached over 450 franchise locations in branded merchandise sales, operations, and marketing
- Franchises achieved 125mm in system-wide sales

Special Interests

Volunteer board member for Jordan Hospital Club, avid skier, and outdoor enthusiast