


Michael Hutchinson

Sales & Marketing Executive

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Dynamic, result-focused sales and marketing professional with 26 years of successful sales experience in diverse selling backgrounds, ranging from a Fortune 500 company to promotional products.

Outgoing, personable relationship builder who excels at providing an outstanding sales and customer service experience to clients.

Positively impacts client perception through creative marketing campaigns, client-focused selling and education.

Professional Experience

Showdown Displays – Brooklyn Center, MN 2017–2020
Global leader in lightweight, portable signs and displays.

SALES MANAGER - TRI-STATE TERRITORY

- **Strengthened key distributor relationships through multiple sales initiatives.**
- **Developed an in depth understanding of distributor's client base and selling strategies in order to maximize all sales opportunities.** Initiatives includes identifying key client projects and selling cycles, merchandising company stores, suggestively selling programs and creating targeted buying group sales promotions.
- **Increased sales in the Tri-State territory through developing strong and enduring relationships with Distributors.**
- **Provided attentive and meaningful sales service to create proactive selling opportunities.** Mediums included, in office distributor sales presentations, virtual images, Powerpoint presentations, end-user calls, product education, distributor self-promotions, incentive- based pricing and rebate programs.
- **Actively participated in all industry trade shows and peer-to-peer education** including all National shows, SAAGNY regional shows and distributor end-user events.

Hutchinson Marketing – Brick, NJ 1996–2016
Multi-Line supplier representative firm in the Promotional Industry.

VICE PRESIDENT – MULTI-LINE REPRESENTATIVE

- **Managed all aspects of running a small business that provides sales representation to the leading suppliers** in the promotional products industry. Represented multiple five-star suppliers. Suppliers included Showdown Displays, Larlu, ADG Group, Sabina, Atchison Bag, Maglite, Advance Awards, Vitronic/Four Seasons.
- **Developed a marketing plan that resulted in multiple year sales growth in the Northeast territory.** Achieved increases over prior year of 38% in 2010, 45% in 2011, 22% in 2012, 30% 2013.
- **Created selling opportunities through the development and maintenance of strong, loyal client relationships.**

TARGET ROLE

Regional Manager | Sales & Marketing

EXPERTISE

Executive Leadership

Account Management
Marketing Strategy & Execution
Cross-Functional Leadership
Strategic Partnerships
Client Relationship Management

Marketing & Commercial Sales

Competitive Analysis/Intelligence
Global Products, Markets, & Channels
Product, Service & Brand Innovation
Consumer Insight
Integrated Marketing
eCommerce & Digital Marketing

EDUCATION

Bachelor of Arts

Communication
University of Maine, Orono, ME

Undergraduate Coursework

Gettysburg College, Gettysburg, PA

PLATFORMS & PROFICIENCIES

CRM
Salesforce

VIRTUAL MEDIUMS

Zoom
Microsoft Teams
Skype
Various Webinar Platforms

PROGRAMS

Powerpoint
Word
Excel

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PROFESSIONAL EXPERIENCE (Continued)

VICE PRESIDENT – MULTI-LINE REPRESENTATIVE | Hutchinson Marketing (Continued) 1996–2016

- **Increased sales through the use of several different selling platforms** including in-person sales presentations, webinars, utilization of social media, national and regional trade show presence, networking and education event attendance.
- **Formed strategic alliances with professional associations on regional and national levels** to create selling opportunities.
- **Maintained all financial records and accounting for the business.** Increased profitability through a focus on return on investment and development of additional income opportunities.
- **Recognized as a member of the 'Rep Group of the Year'** (2010, 2011).

Vitronic – Mason, Ohio 1995–1996

Promotional product company which is now part of the promotional supplier Imagen Brands.

NORTHEAST TERRITORY MANAGER – VITRONIC PROMOTIONAL GROUP

- Responsible for increasing sales in 10 states: ME, NH, VT, MA, NJ, NY, RI, PA, CT and MD.

ADP – Parsippany, NJ 1994–1995

American provider of human resources management software and services supporting 860,000+ businesses from small business to global enterprise in 140 countries.

DISTRICT MANAGER

- **Held responsibility for selling payroll services for small companies with 1-99 employees.** Targeted small companies to promote ADP for the management of payroll, filing taxes and delivering employee checks to the business.
- **Achieved 10% growth in the territory.**
- **Increased sales with small companies located within my territory by planning and implementing individual sales routing** to maximize revenues.
- **Developed relationships and network with key decision makers** to increase business by joining local clubs and (e.g. Parsippany Chamber of Commerce).