

Keith Gotti

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Promotional Products Professional; Custom Packaging / POP / POS / Print production

Senior Sales Executive with 20-year accomplished career track known throughout the promotional products and packaging industry for delivering and sustaining revenue and profit gains within highly competitive U.S. market. Exceptional communicator with a consultative sales style, strong negotiation skills, exceptional problem-solving abilities, and a keen aptitude for assessment of client needs. Multi-tasker and self-motivated leader with expertise in expanding network connections, persuasively introducing new products, implementing pricing models, sales projections, identifying customer needs to deliver solutions. Tactical team builder and strategic thinker.

- Strategic & Tactical Planning
- Sales Team Training / Supervision
- Competitive Sales Analysis
- P&L / Financial Reporting
- Sales Presentations / Contract Negotiations

Extensive business travel throughout U.S., Asia and Europe. Cultural knowledge of values, customs, and beliefs in Japan, South Korea, China, Vietnam, and Europe.

Excel, Word, Outlook, Power Point, QuickBooks, SAGE CRM and Adobe Illustrator; Video Conference / Internet savvy.

PROFESSIONAL EXPERIENCE

PromoLink, LLC Founder / President

Sept. 2004 – Current

PromoLink, LLC is a family owned promotional products company. Manage day-to-day operations of the company including client relationships for companies seeking to promote the highest level of brand recognition. Actively provide creative solutions to strengthen brand identify through use of various promotional products and logoed apparel.

- Manage existing client relationships from order confirmation through delivery.
- Product proposals utilizing industry specific software program, SAGE
- Primary contact for all outside vendors to coordinate product presentations, price negotiations, and establish payment terms.
- Generate customer invoices and review of accounts receivable and payable reports
- Responsible for review and planning for all monthly business expenditures
- Responsible for design and implementation of marketing campaigns executed via social media, email marketing as well as direct mail.

Direct Source Packaging Co., LLC Vice President

March 2008 – September 2018

Senior management position reporting to the CEO/President. In charge of strengthening the company's position, marketing direction and sales operations in the U.S. Direct Source Packaging is a worldwide leading manufacturer of high end custom printed packaging, gift boxes, shipping bags, reusable totes and zippered cosmetic pouches.

- Held full P&L responsibility for the U.S. sales operation through direct training, leadership, and supervision of National Sales Manager, Regional Sales Manager and Customer Service.
- In charge of sales training, goal setting, incentive programs, and production promotion.
- Responsible for selection and R.O.I. of industry trade shows including Global Shop and Luxe Pack NY, Luxe Pack Monaco, Luxe Pack London.
- Facilitated communication between production engineers and sales team to review specification details, coordinate schedules, timeline expectations, budget.
- Solidified multi-year contracts with best in class customers in the cosmetic, spirits, and specialty retail industries.
- Acquired a portfolio of large best in class accounts including L'Oreal USA, Redken, Lancome, Brooks Brothers, Diageo and Columbia Sportswear.
- Responsible for budget, sales goals, revenue of \$12 Million - \$18 Million, while sustaining an average increase in annual revenue gain of 6% - 10%.

Senior Account Manager

Clarion Marketing – (promotional marketing & event agency).

Responsible for presenting brand goals to internal creative team to ensure P.O.S. and P.O.P. branding is on message.

Value Added:

- Responsible for the new business pitches, including initial prospecting and presentations.
- Responsible for trade event execution for in field / on-promise and off-premise events.
- Responsible for budget overview and approval for field marketing events
- Responsible for presenting creative briefs for potential programs based on brand objectives.

Territory Sales Manager

Miller Brewing Company / Miller Sales Network (On-premise sales)

Responsible for sales development for new accounts and promotional liaison for established accounts.

Value Added:

- Responsible for creation and implantation of promotional activity related to sampling at on-premise accounts.
- Responsible for delivering / installation of signage and POP displays to increase brand awareness.
- Responsible for new product introduction and sampling events.

ADDITIONAL EXPERIENCE / MEMBERSHIP

ADULT LEADER / APPALACHIAN SERVICE PROJECT

BOARD MEMBER / COACH / RIDGEFIELD BASKETBALL ASSOCIATION

MEMBER OF RIDGEFIELD CHAMBER OF COMMERCE

EDUCATION

Bachelor of Arts, Political Science

Gettysburg College