



LISA FOSDICK

SALES & MARKETING STRATEGIST

HOW TO REACH ME

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CAREER PROFILE

Sales & Marketing Leader dedicated to developing people and transforming sales teams for growth. Adept at uncovering new revenue channels and technology. Demonstrated success aligning vision with marketing, sales, and operational goals. Creative at leveraging data to inform direction and performance to achieve sales success. Recognized as an authentic manager whose style is direct, motivational and gets results. Strengths include team building, client experience and retention, eCommerce, and emerging technology.

CAREER HIGHLIGHTS

- Managed \$100MM in sales revenue, 20 field sales reps and 28,000 customers
- Directed Sales Organization of 50 + remote reps, \$60 MM in sales revenue and 35,000 customers
- Grew sales 6% annually and increased average order size 10%
- Built a Brand Community to over 25,000 followers on Social Media
- Identified and vetted companies of \$1MM+ in sales for acquisition
- Experienced user of Salesforce | NetSuite | Microsoft Teams | Constant Contact | Facilis

PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF STRATEGIC PARTNERSHIP | ePromos.com | 2020 - 2021 (role impacted by pandemic)

Motivated, developed and led a team of 2 Directors and 50 Sales Representatives responsible for \$60 MM in transactional sales. Responsibilities included sales forecasting, budgeting, and planning. Drove marketing content development in partnership with marketing & merchandising teams, improving client acquisition and retention.

- Leveraged Salesforce for sales team accountability, benchmarking KPIs, retention, prospecting, lead routing and scoring. Partnered with Senior Director of Customer Support to engage staff through incentives and training
- Created and lead ePromos Advisory Council of key influencers to gain adoption for sales incentives
- Oversaw the implementation of a Learning Management System, ePromos Academy, which led to faster on-boarding of new products
- 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
- Redesigned Sales Channel Model to increase average order size and increase profit
- In preparation for acquisition or strategic partnership, analyzed eCommerce competitors, distributors, franchise companies to grow revenue
- Reorganized sales organizational structure to gain better performance, and met regularly with the C-Suite team to assess strategy and adjust as needed

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SALES & MARKETING STRATEGIST

VICE PRESIDENT OF CLIENT SUCCESS | Stran Promotional Solutions | 2019 - 2020

- Redirected supply chain & 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
- Redesigned model for project and order management to improve productivity and increase profit
- Successfully on-boarded Facilis, a new order processing software platform
- Reorganized sales and support to improve time management and reduce mistakes

DIRECTOR OF SALES | Hub Promotional Group | 2017 - 2019

Oversaw 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. Led sales team that increased sales 6% annually and increased average order size 10%.

- Developed monthly bonuses and incentives tied to goals to drive sales
- Built and retained business by managing the entire sales cycle
- Targeted eCommerce companies and buying groups as an area of growth increasing order rates and repeat orders
- Implemented a sales structure to serve distributors and national accounts of all sales volume levels
- Implemented professional development plans using industry assets and creation of in-house customized webinars and training
- Managed program pricing and contracts in partnership with the VP of sales; negotiated rebates and contracts with distributors
- Key contributor of the new product development and launch team, and participated in weekly C-Suite meeting to review forecasting and inventory purchasing decisions
- Championed the development of a Social Media Content Library for distributors as executive sponsor for marketing and sales partnerships in executing marketing vision through sales action

VICE PRESIDENT OF SALES | Logo Loc | 2016 - 2017

- Supervised sales & production teams to integrate and grow existing and acquired book of business
- Revitalized and created new vendor relationships to drive revenue and increase diversity
- Worked with Stevens Linens, a Logo Loc acquisition, to target the Gift Shop Market
- Provided client management to Crayola and other licensed clients

DIRECTOR OF MARKETING | British Beer Company | 2011 - 2016

Managed \$500k annual marketing budget and oversaw philanthropic ventures and staff.

- Increased beer & food sales at 14 locations by 10% through promotional events and streamlining offerings
- Created the Uncle Lumpy Brand of Vanilla Porter with The Woodstock Inn & Brewery; grew to #2 in sales
- Initiated Instagram, Twitter and Facebook accounts
- Used Hootsuite Content Management System to establish followers of 25K+
- Implemented a Loyalty Program of 5,000 members increasing multi-pub visits and dining frequency
- Established email marketing calendar, content and following with an average 20%+ open rate resulting in clients visiting multiple pub locations more frequently
- Developed & produced television programs, radio spots and print ads featuring BBC Chef
- Supervised outside marketing agencies to redesign logo and website resulting in increasing brand awareness, website traffic and system wide sales

PRESIDENT/OWNER | First Impressions | 2001 - 2011

- Established a \$3MM distributorship of branding and marketing promotional products and incentives
- Implemented online company stores to corporate clients to increase brand awareness and loyalty
- Designed & direct imported \$1MM in promotional products providing unique products to clients

DIRECTOR OF TRAINING | Adventures in Advertising | 1995 - 2001

- Trained and coached over 450 franchise locations in branded merchandise sales, operations, and marketing. Grew system to \$125MM in sales
- Created a first of its kind 2-week training program in promotional product business ownership

OTHER INTERESTS

- Crypto Currency Enthusiast
- Blockchain Master Class Graduate
- Graduate of Dale Carnegie Sales Program
- Blogging
- Boot Camp
- LinkedIn Sales Funnel
- Salesperson of the Year | Counselor Magazine
- Vendor of the Year | Veryfine Fruit Juices & Drinks and Boston Whaler
- Serial Volunteer: currently Entrepreneurship for All
- Avid skier and lyricist