
Experience

Proven business leader with over 15 years of diversified national account management and sales experience. Experience in retail sales, sales marketing, merchandise management, retail link, category management, executive presentations, team development, process enhancement, promotional planning, and P&L accountability. 3.23 GPA Bachelor's of Science in Organizational Management from John Brown University

PROFESSIONAL ACCOMPLISHMENTS

- Successfully established sustainable replenishable, side counter revenues with 5 major retailers, doubling company's revenues in two years.
- Wal-Mart vendor of the quarter, Q106. Developed and introduced an assortment of new Stanley branded Professional Grade automotive air tools at Wal-Mart for \$14MM+ in sales the first year.
- Developed relationships with the Sam's merchandising teams, having landed over \$10MM+ in new club sales for Stanley for 2004, \$20MM for 2005.
- Awarded the Stanley "PRIDE" award in Q4 2001 for outstanding personal achievement.
- Awarded to the Wal-Mart sales team for 5 quarters in a row: The Stanley "PRIDE" Award, in recognition of exceptional service based on sales performance and driving key relationships to process excellence.
- Developed account sales from \$20MM in 1999 to \$120MM in 2001 for Stanley.
- Provided guidance and direction to sales and marketing executives in each company.
- Expanded the Wal-Mart account from the seventh to the second largest Hand Tool account at Stanley.
- Double digit growth YOY in declining industries at Wal-Mart each year, buyer of the quarter awards and buyer of the year in 1999.

Misty Mate/Bromwell Housewares Inc.: 03/06-Present

Senior Director of National Accounts, *Wal-Mart/Sam's*

- Established sustainable side counter revenues with 5 major retailers, doubling company revenues in the first two years; **Wal-Mart, Sam's, Costco, BJ's, Walgreens** (non-existing sales).
- Develop, communicate, and execute strategic plans direct to customer merchandising teams as well as Misty Mate's management team, creating actionable items to drive sales.
- Directly responsible for active **category management** at Sam's and Wal-Mart.
- Directly responsible for active **category analysis** for Sam's and Wal-Mart.
- Manage strategic plans for merchandising teams creating actionable items to drive sales.
- Responsible for developing sales opportunities for Home Centers and Wholesale clubs.
- Develop key opportunities outside Misty Mate Inc. core product offering, market survey, market research, resource development and communication.
- Manage office P&L

The Stanley Works: 07/03-03/06

Business Development Manager, *Wal-Mart/Sam's (07/03 – 03/06), U.S. sales of \$2.7 billion, the number one nationally branded hand Tool Company in the U.S.*

- Effectively developed relationships with the Sam's merchandising teams, sold in \$10MM+ in new club sales for Stanley for 2004. \$20MM in sales for 2005 at Sam's.
- Wal-Mart Vendor of the quarter, Q106. Developed and introduced an assortment of new Stanley branded Professional Grade automotive air tools at Wal-Mart for \$14MM+ in sales the first year.
- Prepare comprehensive marketing strategy and implementation plans to achieve agreed upon goals across multiple departments and multiple product lines within Stanley, category management, data mining and analysis
- Direct, coordinate, and exercise functional authority for planning, organization, and other activities related to account growth and development.
- Prepare sales projections and benchmarks to reach targets to be reported on a weekly, monthly, quarterly and annual basis.

- Numerous trips to Asia working with factory managers and representatives to develop new product, find new resources, and negotiate better pricing. Quarterly trips to corporate headquarters customizing product offerings.

Vintage Verandah: 03/02-07/03

Director of National Accounts, Wal-Mart, Lowe's, Hobby Lobby (03/02 – 07/03), U.S. sales of \$73 million, top 4% in sales in Home Accent vendors in the U.S.

- Established and lead team in all strategic business initiatives.
- Evaluated market research, identify and communicate trends, major shifts, and business focus of the major market segments.
- Maintained accurate profiles, computer bases and hard copy of all accounts with current and potential production levels.
- Managed customer and industry data analysis, research initiatives, recommendations, and problem-solving tactics with internal and external customers.
- Developed and managed new customer base through a combination of effective inside and outside selling techniques.
- Successfully placed over 75 new SKU's in 12 months resulting in over \$14MM.

The Stanley Works: 12/99-03/02

National Account Manager, Wal-Mart/Sam's (12/99 –03/02)

- Awarded the Stanley "PRIDE" award in Q4 2001 for outstanding personal achievement.
- Awarded to the Wal-Mart sales team for 5 quarters in a row: The Stanley "PRIDE" Award, in recognition of exceptional service based on sales performance and driving key relationships to process excellence.
- Developed and managed growth in account sales from \$20MM in 1999 to \$120MM in 2001.
- Provided guidance and direction to sales and marketing executives in the company.
- Expanded the Wal-Mart account from the seventh to the second largest Hand Tool account at Stanley.
- Extensive financial and market analysis; Retail Link, ISANTA, IRI, Spectra, Nielsen, and other data sources used to identify opportunities, create presentations, and fact based selling for both branded and private label CPG.
- Provided guidance and direction to high-level sales and marketing executives in the company.
- Developed the first regional assortments concepts for hand tools at Wal-Mart and was instrumental in the category management processes surrounding the "Popular Mechanics" Brand displacement.

Wal-Mart Stores Inc.: (1/93 – 12/99)

Category Buyer, (1/93-12/99)

- Double digit growth YOY in declining industries at Wal-Mart each year.
- *First buyer from my class to be promoted to buyer*
- *Awarded buyer of the quarter three times and buyer of the year in 1999.*
- Sporting Goods, Small Appliances, and Men's Apparel. Managed Over \$400MM in annual retail sales, over 2,000 items, 90+ modulars, with extensive experience with regional assortments, store of the community, retail link, extensive merchandising management and negotiating skills.
- Developed understanding of retailer financial, merchandising, and operational objectives, strategies, and tactics, private label strategies.

COMPUTER EXPERIENCE AND PROFESSIONAL TRAINING

Retail Link, Merchant Finance, Item Profit Contribution, Vision Chain, Business Objects, DALE CARNEGIE: Leadership Training for Managers, DALE CARNEGIE: High Impact Presentations, Wal-Mart Leadership Foundation, Walton Institute for Retailing, Steven Covey: Seven Habits Organizer, Negotiating to YES, Retail Link, Excel, Word, Microsoft Outlook, Microsoft Windows NT, Decision Support Systems, Broadcasting, Bottom-Line-buying, Bottom-Line-Buying Part II.

EDUCATION:

John Brown University
B.S. Organizational Management