

SALES MANAGEMENT / OPERATIONS / OUTSIDE SALES / ACCOUNT MANAGER

Over twelve years of experience with a verifiable track record of successfully increasing sales and profit margins, capturing market share, and effectively managing sales and marketing teams.

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AREAS OF EXPERTISE

- Sales and Marketing
- Management of Sales Personnel
- Training and Development
- Customer Relations
- Profit and Loss Management
- Problem Solving/ Trouble Shooting
- Strategic Planning
- Business Development

CORE COMPETENCIES

- Extremely motivated professional with extensive sales, training, and management experience, with an impeccable knowledge of customer service operations, needs assessments, strategic planning, account management, and staff training and development procedures
- Proven ability to effectively handle multi-task levels of management responsibility
- Solid communication, interpersonal, time management, analytical, organizational, and leadership skills.
- Quick learner with an ability to easily grasp new ideas, concepts, methods and sales techniques
- Experienced in forecasting and implementing budgets and developing sales goals
- A solid foundation in accounting principals

PROFESSIONAL PROFILE

ProKitchens, LLC

Sales & Operations Manager

August 2005 – January 2010

Subsidiary of Collins & Company Inc.

(Distributor of high-end custom cabinetry to trade professionals)

- **Increased sales revenue from \$4,000,000 to \$17,000,000**
- **Decreased operating costs and expenses by 17%, while increasing profitability when managing rapid growth**
- **Led company to be the largest supplier of Wood-Mode Cabinetry® (2008)**
- Developed, trained and managed 13 account managers
- Overall profit and loss responsibilities
- Developed monthly and annual sales and operating budgets
- Developed networks of 3rd party collaborations of professional organizations and groups to increase sales at lower costs
- Implementation of policies resulting in increased operational efficiencies
- Efficiently managed staff and multiple contractors in numerous locations to meet overall business goals
- Proactively developed customer-service protocols to anticipate and address customer needs and issues

Collins & Company Inc.

Account Manager

February 2004 - August 2005

(Managed sales, marketing and distribution for a high-end cabinet manufacturer in the Mid-Atlantic Region)

- **Increased distribution and customer channels by 12%**
- **Created and implemented new marketing plans that resulted in a 36% increase in sales revenue.**
- Developed and implemented training programs
- Worked as a liaison between customers and manufacturers in prompt and efficient resolution

American Woodmark Corporation®

Manufacturer Sales Representative

October 2000 – February 2004

(National manufacture of residential cabinetry)

- **Increased account sales by 63 percent**
- **Received the Sales and Leadership Award (2003)**
- **Responsible for sales to major Fortune 500 home design centers**
- Implemented and conducted large educational sales training courses
- Acted as a liaison for sales associated by addressing and reconciling consumer manufacturing concerns
- Negotiated real estate for point of purchase displays to maximize product exposure
- Collaborated with managers, sales associates and customers to help increase sales at big box home improvement centers

R&J Kitchens

Outside Sales Representative

October 1998 - October 2000

(Local retail cabinetry supplier)

- **Increased sales by 26% in 1999**
- **Single-handedly created a new client base for Chester County and Berks County, Pennsylvania territories**
- Represented R&J Kitchens - selling to builders and contractors
- Sold cabinets, countertops, and appliances for the Northeast territory
- Designed kitchens and bathrooms for builders and contractors
- Consulted directly with the consumer on kitchen and bath design

Education and Professional Associations:

- West Chester University
Bachelor of Science in Finance and Economics
- Northern Virginia Custom Home Builder Council 2001 – 2008
- National Association of the Remodeling Industry 2004 – present

PC Skills:

- Microsoft Word, Microsoft Excel, 20/20 Design Software, Microsoft Power Point, Microsoft Outlook, Quick Books