

ELWOOD T. REGAN
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SUMMARY

Successful sales representative with extensive experience selling women's and children's apparel to major accounts, the military and specialty stores. Demonstrated ability to sell products and services in an entrepreneurial or corporate environment.

- Grew sales with existing accounts.
- Opened new accounts.
- Built and maintained strong relationships.

PROFESSIONAL EXPERIENCE

HEALTHTEX New York, NY

1988 – 2008

Account Executive

Sold Healthtex, Adidas, Jordan and Lee brands to the military, department and specialty stores throughout the United States. Worked in a team environment, interacting with credit, customer service and merchandising. Teamed with marketing to expand sales through trade shows, in-store promotions, and fixture presentations.

- Opened over 500 doors in over 30 states.
- Achieved top ranking for opening new accounts 10 times in 20 years.
- Grew territory from four million dollars to six million dollars in 1995.
- Coordinated and staffed trade shows in Atlanta, Charlotte, Dallas, Las Vegas, New York and Greenville, SC.
- Organized focus groups with mothers to help merchandisers recognize trends and preferences.
- Developed excel spreadsheets to facilitate online ordering for medium and smaller accounts.
- Analyzed sell-in, markdown, sell-thru, and replenishment strategies to help accounts achieve improved margins and faster turns.
- Maximize square foot retail selling for major accounts by proposing and setting up plan-o-grams.
- Consistently ranked in the top 10% of the sales force for selling off-price merchandise
- Demonstrated product benefits to retail sales customers with in-store demonstrations.
- Trained retail marketing representatives to maximize sales at major accounts.
- Led new store and grand opening teams.

WRANGLER Greensboro, NC

1979 - 1987

Account Executive Wrangler Aviation 1986 – 1987

- Grew airfreight volume over 40% on cargo to Puerto Rico and the Dominican Republic.
- Reduced sales travel costs by over 25%.

Sales Representative, Wrangler Womenswear 1979 – 1986

Managed sales territories in Michigan, Ohio and New Jersey.

- Achieved top national ranking for 5 times in 7 years for opening most new accounts.
- Gained top regional ranking for largest sales volume growth three times.
- Trained and orientated new sales territory reps.
- Assisted retailers with inventory counts and special selling events.
- Set-up and organized in trade shows in Atlantic City, Chicago, Detroit and New York.
- Coordinated store promotions with NASCAR, rodeo, and motocross events.

COMPUTER SKILLS

Microsoft Office – Excel, Word, and Outlook.

EDUCATION

BA Glassboro State College (now Rowan University) Glassboro, NJ

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