

DENNIS STAUFENBERG

CONTACT

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EDUCATION

Saint John's University
Bachelor of Science (B.S.),
Marketing

CORE COMPETENCIES

- Business Development
 - Brand Management
 - P&L Management
 - Strategic Planning
 - Growth Management
 - Human Capital Management
 - Employee Development
 - Product Selection
 - FMCG Sales Management
 - CPG Sales Management
 - HBC Sales Management
 - Ecommerce Marketing
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TECHNICAL SKILLS

- CRM Software
 - Tableau
 - Google Analytics
 - Jetpak
 - Amazon Seller Central
 - Amazon Vendor Central
 - IRI
 - Nielsen
 - Microsoft Office Suite
 - G-Suite
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COMMUNITY OUTREACH

- Boots on the Ground
- Honor Flight
- Unchained New York

SUMMARY

Accomplished and innovative sales leader with an entrepreneurial mindset and 15+ years of global sales experience. Demonstrated success in driving increased profitability, market share, and brand recognition in highly competitive markets. Proven track record of driving organizational success, forging long-lasting business relationships, and achieving challenging sales quotas. Possesses firm business acumen; adept at identifying emerging market trends and forecasting revenue and profit growth. Experienced in developing, training, and motivating teams that consistently exceed expectations, able to provide the direction, support, and guidance needed to achieve key operational goals. Effectively prioritizes competing demands and shifting needs in fast-paced, high-volume environments

CAREER HIGHLIGHTS

- Promoted to a remote role, an achievement awarded to less than 1% of employees.
- Recognized as a Sales Champion; exceeded \$1.8 million in sales and increased volume by 45%. Maintained an average order volume of \$2,578, 172% of the \$1,500 goal.
- Generated \$2.7M in gross sales and delivered 60,000+ packages during FY 2015.
- Attained 16,000+ online positive reviews and achieved a 98% overall approval rating.
- Secured membership to Amazon Luxury Beauty 6 months ahead of a typical 1-year review.
- Achieved \$15 million in annual sales utilizing a \$1.2 million promotional budget.
- Generated new business; spearheaded the acquisition of accounts with large retail clients, including Target, Meijer, HEB, Rite Aid, and Duane Reade.
- Led the relaunch of Canadian operations; implemented logistical improvements.
- Directed sales and marketing campaigns that achieved \$20 million in annual revenue.
- Created a comprehensive training manual for Regional Sales Managers and sales brokers.
- Developed business policies and SOPs that supported go-to-market initiatives and an aggressive growth strategy and assisted in tripling company revenue within five years.
- Designed a sales program for the first triple-blade razor for the North American market.
- Served as a key member of the team that achieved \$8 million in new revenue.
- Generated \$400,000 in revenue within one year; negotiated a contract for the sale and distribution of product lines into the US Military Exchange and Commissary system.
- Restructured logistics and packaging systems; achieved increased efficiency.
- Awarded "Salesman of the Year;" recognized as a Top-5 producer for 5 consecutive years.

EMPLOYMENT HISTORY

- Raymour & Flanigan: Omni-Channel Sales Consultant (Remote): December 2021 – Present
- Raymour & Flanigan: Sales Consultant: September 2017 – December 2021
- Prestige Shaving / Details for Grooming: Blog Director: March 2020 – Present
- Prestige Shaving / Details for Grooming: Managing Director: January 2006 – March 2020
- Navajo Manufacturing: Business Development Manager: April 2008 – March 2012
- Tweezerman International: Director of National Accounts: April 2005 – February 2008
- Super-Max Corporation: National Sales Manager: September 1998 – March 2005
- Durex Consumer Products: National Sales Manager: February 1989 – September 1999