
Sales, Marketing, and Business Development

More than 10 years of success in global B2B / B2C distribution, sales, marketing, and business development

Vision-driven and accomplished professional with extensive experience in implementing development strategies and goals to accelerate market penetration. Excel at utilizing full range of products, pricing, and promotional programs to meet global customer needs. Versatile in creating distributor marketing programs and driving brand strategy to lead market impact and improve business bottom line. Skilled in data analysis, marketing campaigns, and strategy formation that leverage competitive advantage via top quality service. Excellent communication and influence skills with a highly diplomatic approach to relationship building.

Highlights of Expertise

- Product Marketing and Sales Growth
- International Brand Management
- Opportunity Analysis and Qualification
- Global Business Development Coaching
- Business Intelligence and Market Research
- Advertising and Content / Social Media Marketing
- Proficient in Research and Development Projects
- Global Distribution Networking and Partnerships
- Quantitative Analysis and Reporting
- Cross-Functional Team Building and Leadership

Career Experience

Hyperio Global Consulting, Camas, WA

Proven business consulting solutions for recruiting the best, aligning your new customers, and engaging your existing distributors, then, helping educate them for future growth.

PRINCIPLE (2018 to Present)

Set up and align multi-national distribution network for prominent HIIT equipment supplier to new partnership program. Acquire top-of-funnel distributors through recruitment for best performers in HIIT training space. Involved in selecting market-agile global distributors to ensure wider customer reach and operational excellence.

- ◆ Headed global distributor sales and marketing programs and strategy, leading to driving profits, building greater brand awareness, and reducing market risk.
- ◆ Developed proven turnkey distributor recruitment, distributor engagement / alignment, distributor ongoing education programs, and venture capital funding programs resulting in client success for future hyper growth.

Solatube Global Marketing Inc., Vancouver, WA

Generated five times higher EBITDA return for internal stakeholders by leading company in partnering with 28 foreign Start-ups, which resulted in enhancing market diversity.

PRESIDENT (2012 to 2017) **VICE PRESIDENT SALES AND MARKETING** (1998 to 2008)

Strengthened supply chain by aligning distributors to business decision-making frameworks to optimize sales, market policies and research, product pricing strategies, and finance functions. Fostered long-lasting relations with customers by developing online education systems to support multi-time zone and multi-language clients in collaborating with key stakeholders. Lead sales, marketing, and technical management teams to translate product campaigns into creative executions.

Continued...

- ◆ Implemented marketing strategies to hit annual sell-through targets and drive business development through media, such as digital marketing, search engine marketing, PR, trade shows, dealer showroom, and grassroots retail display advertising.
- ◆ Improved operational productivity and process execution by furnishing online university and content servicing for 2000 global dealers, resulting in increased quality of installation and brand awareness.
- ◆ Realized \$96M in new export sales by strategically expanding distribution, global brand sales, marketing, and installation network to 80+ countries with 28 country distributors, and over 2000 dealer locations.
- ◆ Achieved annual growth in international distribution of 25% by directing expansion of brand distribution to over 80 international markets within Europe, Latin America, and the Middle East.
- ◆ Acquired new accounts by identifying and securing business opportunities whilst coordinating business generation activities.
- ◆ Lead company through its acquisition by supplier handling negotiation, due diligence process and client transfer.

Seashell Awnings International Inc., Carlsbad, CA

Boosted performance output by 1000% by implementing strategies for local manufacturing team while streamlining production process, vendors, quantitative analytics, and reporting procedures.

PRESIDENT (2008 to 2011)

Designed and led impactful marketing, global branding, manufacturing, and distribution / sales plans; focusing on larger audience to hit annual goals. Developed unique product line with mass appeal by directing compelling content marketing and social media and messaging for global brand management. Modernized shaded outdoor living area market.

- ◆ Increased client base by actively partnering with 70+ sales and installation dealers across the US for inclusive sales, direct marketing, brand guidelines, social media, campaign landing pages, and education.
- ◆ Identified key growth drivers for business development by leading R&D while managing technical material, product code testing, and certification research for product line in the US.
- ◆ Secured credit line funding for sales, marketing, and manufacturing expansion through business plan development and vendor negotiations.

Education

BBA, Business Administration-International Business and Marketing ▪ University of San Diego. San Diego, CA

EO / MIT Entrepreneurial Master's Program-Entrepreneurial and Small Business Operations ▪ MIT Sloan School of Management, Birthing of Giants. Boston, MA

Awards & Distinctions

Entrepreneur of the Year Award, Carlsbad Chamber of Commerce (2008)

Entrepreneur of the Decade Award, Carlsbad Chamber of Commerce, Finalist (2013)

Entrepreneur of the Year Award, Ernst & Young, Nominee (2008)