

KEITH NELSON, MBA

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STRATEGIC SALES & MARKETING LEADER

Results-driven sales and marketing leader with over 17 years of experience in consumer, professional, and commercial products. Expertise in national account management, omnichannel strategy, and go-to-market execution with top retailers including AutoZone, O'Reilly, Advance Auto Parts, NAPA, Home Depot, Lowe's, Menards, Ace Hardware, Amazon, Walmart, Sam's Club, BJ's Wholesale, and Costco, plus experience managing wholesale distributors, buying groups, and traditional channel partners. Proven record delivering revenue, margin, and market share growth through cross-functional leadership, data-driven decision making, and strategic collaboration with sales, product, finance, supply chain, operations, and brand marketing teams.

CORE COMPETENCIES

- Product Management
- Product Innovation, Development, and Commercialization
- National Account Management
- Cross-functional Project Management
- Channel Management
- Sales and Margin Analysis
- Strategic Planning
- Point-of-Purchase Merchandising

PROFESSIONAL EXPERIENCE

ILLINOIS TOOL WORKS *Automotive Aftermarket - Car Care & Repair* ***2015 - 2025***

Business Development Manager *ITW Global Brands - Club Channel / Operations* ***2022 - 2025***

Operations: Project management through cross-functional collaboration with operations, finance, and executive leadership teams of ITW Global Brands distribution warehouse selection and future move, supporting over $500M of product annually.

Club Channel: Business development and account management.

- 3-yr growth: +$1.7M, CAGR: 22.9%. 3-yr margin growth: +$0.8M, CAGR: 31.0%.
  - Introduced new products with placement at Sam's Club and BJ's Wholesale.

National Account Manager *ITW Global Brands - AutoZone* ***2018 - 2022***

Responsible for AutoZone sales and account management across four ITW divisions. Brand responsibility included: Rain-X, Black Magic, Gumout, Slime, Fix-a-Flat, Permatex, VersaChem, Fast Orange, Spray Nine, and Evercoat. Product categories included: wiper blades, appearance chemicals, performance chemicals, tire repair & inflators, sealants & adhesives, hand cleaners, cleaners & degreasers, and body repair.

- Account responsibility: $100M. 4-yr growth: +$28.5M, CAGR: 8.5%. 4-yr margin growth: +$14.7M, CAGR: 12.5%.
  - Introduced new products. Developed and implemented sales and promotional programs. Executed pricing initiatives. Prepared and executed annual and long-range plan growth strategies. Created and placed displays and merchandisers.
  - Launched Rain-X Truck & SUV wiper blades in 2022. Product line annual sales now over $30M.
  - ITW President's Club Award winner for sales excellence in 2022.

Product Manager *ITW Engine Repair / Permatex* ***2015 - 2018***

Product development, management, marketing, advertising, and commercialization of gasketing and adhesive product lines within the auto retail, home & hardware, mass, ecommerce, and traditional channels. Developed and executed annual plan and long-range plan growth strategies.

- Product line responsibility: $68M. Managed team of two: Associate Product Manager and Senior Packaging Specialist.
  - Implemented strategic pricing initiatives across all channels: +$2M.
  - Developed, commercialized, and marketed Permatex Optimum gasket maker product line in 2018. Product line annual sales now over $2M.
  - Supported Amazon.com marketing initiatives driving annual sales growth of +54% vs. prior year.
  - Established product and channel marketing tools and templates for entire marketing team.

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PROFESSIONAL EXPERIENCE *Continued*

STANLEY BLACK & DECKER *Professional and Consumer Tools & Storage* ***2011 - 2015***

Channel Marketing Manager *Hand Tools & Storage* ***2013 - 2015***

Business development, product commercialization, and promotional programming within the independent, ecommerce, and retail channels. Brand responsibility included: Stanley and DeWalt.

- Account responsibility in 2014: $62M. Exceeded corporate operating objectives by +8% and met target margin rates. Annual sales growth of +30% vs. prior year.
  - Independent Channel: Annual sales growth of +$7M, +20% vs. prior year.
  - Amazon.com: Annual sales growth of +$7M, +60% vs. prior year.
  - Commercialized DeWalt mechanics tools open-stock program; over 450 SKUs in 2014.
  - Developed promotional programming for Stanley and DeWalt laser level category in 2014; annual sales growth of +$2M, +13% vs. prior year.

Associate Channel Marketing Manager *Hand Tools & Storage* ***2011 - 2013***

Business development, product commercialization, and promotional programming within the wholesale, ecommerce, and retail channels. Brand responsibility included: Stanley and DeWalt.

- Account responsibility in 2013: $27M. Exceeded 2013 corporate operating objectives by +24%.
  - Wholesale Channel: Annual sales of $11M; +25% above operating objective.
  - Amazon.com: Annual sales of $13M; +33% above operating objective.
  - Tractor Supply Co: Annual sales of $2.2M; over +500% sales growth vs. prior year.
  - Minimized promotional programming complexity, reducing conflict across channels.
- Account responsibility in 2012: $16M.
  - Menards: Annual sales growth of +6% vs. prior year.
  - Collaborated with Walmart sales team on full modular review resulting in growth of +$5M.
  - Excess and obsolete reduction of over $1M, contributing to record low year-end excess volume.

INDEPENDENT CONTRACTOR *Home Energy, Weatherization, and Insulation* ***2010 - 2011***

Home Energy Auditor

With an appreciation for the environment and sustainable building, I assessed areas of energy wastefulness and recommended energy efficient improvements for residential properties.

STANLEY BOSTITCH *Pneumatic Tools & Fasteners* ***2007 - 2009***

Associate Channel Marketing Manager ***2008 - 2009***

Supported home center and independent channel marketing managers with customer relations, sales team communication, and forecasting. Managed product data, marketing information, and point-of-purchase merchandising materials.

- Assisted in forecasting sales for Home Depot, Lowe's, and Menards.
- Established quarterly newsletter for Lowe's and Menards associates.
- Organized company involvement with Lowe's at the 2009 International Builders Show.
- Coordinated and executed home center sales and marketing efforts and events in Galveston, TX and other areas affected by Hurricane Ike.

Sales & Marketing Representative ***2007 - 2008***

Developed retail business within home center and independent channels in southern New England and neighboring territories. Created and maintained point-of-purchase merchandising materials.

- Coordinated and executed sales and marketing events resulting in over $150K in sales in 2008.
- Developed nationally implemented merchandising effort promoting product innovation, Bostitch StrapShot Metal Connector Nailer and fasteners, in the home center and independent channels.

EDUCATION

Louisiana State University Shreveport - M.B.A. International Business - *2021*

Rhode Island College - B.A. Communications - *2006*

- NCAA Academic All-American, Captain - Wrestling