

# JOE CESIEL

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## DYNAMIC SALES EXECUTIVE

Results-oriented professional, with proven track record of driving revenue within specialty markets. Expertise in managing and marketing to a specialized group of highly selective retailers. Strengths include relationship building, consultative selling, networking and forming strategic alliances. Featured in Chronos and Watch Time Magazines as the Premiere Retail Sales Representative in the United States for exceptional sales of numerous watch brands watches.

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## PERSONAL STRENGTHS

- ◆ Ability to maximize sales within highly competitive markets, working individually and with team synergy
  - ◆ Dynamic interpersonal, communications, writing and negotiating skills
  - ◆ Professional attitude, confidence and tenacity / reliable, motivated, enthusiastic and competitive
  - ◆ Personal integrity, maturity, disciplined work ethic, extremely adaptable
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## PROFESSIONAL EXPERIENCE

**Rabco Luxury Holdings-Glycine**  
Phoenix, Arizona

2006 to Present

*A fine timepiece distributor of Glycine, Graham and Arnold and Son.*

### National Sales Manager

- ◆ Sales of fine timepieces throughout the Western portion of the United States, Canada, Mexico, Hawaii and Alaska.
- ◆ Progressive relationships with retail accounts, and prospecting from numerous leads with excellent success.
- ◆ Providing sales training to store employees, and new accounts.
- ◆ Developed strategic campaign for targeting new clients and maximizing existing business through direct mail, cold calling and referral generation.
- ◆ Established numerous new accounts since 2006, and increased the sales significantly.

**Gevril Fine Timepieces**  
Phoenix, Arizona

2005 to 2006

*A fine privately owned Swiss watch company with impeccable craftsmanship for creating quality timepieces.*

### Western Regional Sales Manager

- ◆ Sales of fine timepieces throughout the Western portion of the United States, and Chicago.
- ◆ Building relationships with current clients, and prospecting.
- ◆ Establishing sales training with store employees with motivating seminars.
- ◆ Supported teamwork and cooperation between management and retail sales personnel.
- ◆ Assisted in the promotions and marketing with celebrity clientele.

**HAMRA JEWELERS**  
Phoenix, Arizona

2002 to 2004

*A full-service, multi-location corporation headquartered in Arizona and offering high-end luxury goods to clients worldwide.*

### Sales Representative, Athletic Program

Recruited to develop profitable athletic sales division from the ground up. Built an extensive portfolio of loyal clients including over 30 professional teams and hundreds of athletes across the United States. Managed the complete sales cycle from lead generation to account management

- ◆ Responsible for the single largest sale in company history, a \$107,000 corporate contract with General Electric Corporation
- ◆ Brought in over \$100,000 in new business revenues in 2002
- ◆ Increased customer base 150% the first year, and 225% the second year
- ◆ Awarded Sales Person of the Year

PHOENIX, AZ

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*Joe Cesiel Resume, continued*

- ◆ Established promotional sponsorships with the Phoenix Coyotes and Arizona Cardinals, increasing name recognition and referral opportunities
- ◆ Successfully retained all accounts in a highly-competitive marketplace through exceptional account management and relationship building

**GANEM JEWELERS**

1998 to 2002

Phoenix, Arizona

*A multi-million dollar corporation specializing in the design and sales of jewelry to exclusive clientele.*

**Inside and Outside Sales Representative**

Consultative strategic selling to provide professional teams and celebrities with high-end jewelry. Formed alliances, creating a reputation for quality and service and subsequent opportunities for referral selling. Identified innovative methods for building and strengthening relationships, including the organization of 3 annual charity golf tournaments. Tournaments involved the management and coordination of a budget of \$70,000 and 160 players and volunteers. Responsible for penetration and development of all accounts, on-site sales presentations to large groups, negotiation of contracts, and closing new business. Managed the end-to-end sales process.

- ◆ Achieved a record-breaking \$1.7 million in sales in 2001, resulting in recognition as the top sales person in the nation for Breitling watches.
- ◆ Responsible for 93.7% of all watch-sales corporate-wide. Consistently exceeded 100% of quota
- ◆ Conceived and implemented a nationwide ad campaign, managing the negotiation of costs and placement of ads within such high-profile publications as Sports Illustrated, People, Gentleman's Quarterly and Raymond Weil.
- ◆ Developed an initiative to built customer loyalty and retention through a process of product education and customization of solutions.

**SALEM BROADCASTING CO.**

1996 to 1997

Phoenix, Arizona

*The leading provider of radio programming, online resources and magazines targeted to the family themes audience across U.S. markets.*

**Voiceover Specialist**

Provided voiceover talent for 32 National radio stations. Areas of focus included projects in advertising, community awareness, education and products.

- ◆ Provided clarity, versatility and professionalism to a variety of clients.

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**EDUCATION & TRAINING**

**MASTERS OF AERONAUTICAL SCIENCE/ MANAGEMENT**

2005

Embry – Riddle Aeronautical University, Phoenix, AZ

**BACHELOR OF SCIENCE, BUSINESS MARKETING**

1994

Arizona State University, Tempe, AZ

**Related Skills & Experience:**

- ◆ Coursework focusing on sales techniques and strategies
- ◆ Knowledge of business practices including accounting, project management, advertising and communications
- ◆ Proficient with standard business software including Microsoft Office and e-commerce applications
- ◆ OSHA certified safety instructor

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**REFERENCES**

*Excellent personal and professional reference available upon request*

*Joe Cesiel Resume, continued*

February 3, 2010  
To Whom It May Concern,

I am writing this on behalf of Joe Cesiel's candidacy for a position within your organization. I have known Joe for nearly five years and worked closely with him for four. He is an astute professional who possesses a wealth of knowledge and experience that only many years of working in the Swiss Watch industry can bring.

During the time I worked closely with Joe when he served as the Director of Sales for the Glycine brand in the North American market. However, his contribution to the brand's success far exceeded his role as Director of Sales. In addition to successfully establishing the foundation of a retail network, Joe also was closely involved in the day to day planning and decision-making revolving around marketing and communication for the brand. He also worked closely with our supplier in Switzerland.

To establish the brand within the marketplace, Joe drew upon the strong relationships he has built with all types of retailers during his years in the industry. He demonstrated an ease with working with large national retail chains as well as small independent merchants. He has sensitivity to retail trends and conditions that I have seen in only a few Swiss Watch professionals.

To be sure, Joe Cesiel has the capacity to work independently and creatively to assist you in building a brand. He offers a combination of experience and forward thinking that will allow him to achieve high levels of success.

If you have any additional questions regarding Joe's qualifications, it would be my pleasure to discuss them with you. Please feel free to contact me at any time.

Sincerely,

Norm Kushner  
President