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**Summary:** Extensive experience in brand building, sales, marketing and advertising of high profile luxury trademarks including Rolex, Cartier, Hearts on Fire, Dunhill and Philip Stein with a track record of market penetration and increased sales in all positions.

## **Experience**

### **Viewpoint Sales and Marketing** *Philip Stein* (January, 2011 to Date)

#### *Regional Sales Manager*

- Manager of 14 states from Florida to Colorado.
- Increased sales by 31% year on year. (Highest in the company)
- Turned the Southern Territory into the largest in the U.S.
- Opened 26 new accounts in two years or (90% of total new doors in the US)
- Manage two in-house sales support personnel.

### **Hearts on Fire** (January, 2004 to June, 2010)

#### *Regional Sales Director*

- Headed an acquisition team to develop and maintain distribution in the South and Southwest of the U. S. covering 15 states.
- Managed in-house Sales Representatives covering the South and Southwest.
- Additionally served in a retail acquisition capacity for the West Coast and North East
- Opened 150 accounts over five years, with a minimum opening order of \$100,000
- Top sales performer 4 out of 5 years. MVP award in 2006
- Increased ongoing business by directing Hearts on Fire inside sales representatives on sales strategy retailer nuances, and salvaging struggling accounts.
- Assessed, consulted and trained retailers, to build retail sales for their entire business.
- Trained incoming Account Acquisition managers.

### **Helvetia Time** (January, 2003 – December 2003)

#### *Sales Director for Fortis, Grimoldi Jorg Hysek and Ventura watch brands*

- Pioneered new retailers and serviced existing retailers in the west, midwest, and south actively covering 21 states.
- Opened 50% of new doors for the Grimoldi brand in a four person sales staff.
- Made presentations to national / regional chains and independent jewelers nationwide.
- Provided sales training to retailers and trained incoming sales managers.

### **Michel Herbelin** (August, 2000 – December, 2002)

#### *President / U. S. Distributor*

- Served as the sole U. S. distributor for the Michel Herbelin watch line.
- Directed all aspects of U. S. operations including staff and staffing, importing, budgeting, cash flow, advertising, sales and distribution.
- Managed a five person sales team plus an office staff of four.
- Doubled sales in the first six months adding 30 new accounts.
- Developed and executed all aspects of national trade shows including JCK.

**Cartier** (April, 1997 – July, 2000)

*Regional Sales Manager*

- Increased territory sales by 72.7% (97-98), 23.5% (98-99), and 19% (99-00).
- Largest percentage territory sales increase for 3 consecutive years increasing the total territory business three fold during my tenure.
- Opened 40 new accounts: Most new accounts opened all 3 years.
- Top 10 in the world in a writing instrument sales contest in 1999.
- Managed ongoing sales, merchandising, and advertising for existing accounts.
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**Tobacco Exporters, International** (Richemont Group) (April, 1992 – May, 1997)

*Marketing Manager Western Hemisphere*

- Managed the marketing department including a staff of three.
- Launched over 20 cigarette and cigar brands including Dunhill and Cartier brands.
- Served as in-house advertising agency
- Budgeted, planned and purchased media schedule for print, billboard, and airport advertising.
- Developed Point-of-sale pieces and packaging through vendors with knowledge of injection molding, vac-form, off-set and roto-gravure printing,
- Developed sales promotions and incentives with sales department for salesmen, distributors and retailers.
- Wrote the annual strategic plan, marketing plan and annual brand budgets.
- Outstanding Merchandising Award for Point of-Purchase Display in 1995 and 1996.

**Rolex Watch** (March, 1987 – April, 1992)

*Sales, Marketing, Advertising, Key Accounts*

- Managed key accounts including Bailey Banks & Biddle, Mayors, Carlyle & Co. and Reeds.
- Made sales presentations to national and regional chains as well as independent retailers.
- Determined distribution of allocated inventory to the retail channel in 15 states.
- Special Projects
  - Wrote the last Rolex Master Catalog and Price list produced in the U. S.
  - Trained and developed the marketing / merchandising department and updated sales training films
  - Served as an expert witness for Grand Juries in counterfeiting trials.

**Education:**

**University of Alabama**, Tuscaloosa, AL  
Masters in Business Administration

**Berry College**, Mount Berry, GA  
Bachelor of Science