

Sam White

144 22nd Ave. S. ■ Seattle, WA 98166 ■ (206) 222-7777 ■ samwhite@yahoo.com

SENIOR MANAGEMENT / BUSINESS DEVELOPMENT

Delivering strong, sustainable revenue growth in highly competitive international markets.

Track record of successfully surpassing market competitors, aggressively increasing market share, and driving margins to new heights. Focused, personable, and persistent business developer with extensive contacts. Expert presenter, negotiator, and international businessman able to forge relationships with strategic partners across cultures. Entrepreneurial, innovative thinker and deal-maker with 15+ years experience in product positioning. Active community leader and contributor.

AREAS OF EXPERTISE

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|----------------------------------|-----------------------------------|-----------------------------|
| ▪ New Product Launches | ▪ Strategic Planning | ▪ Relationship Sales |
| ▪ Sales Force Motivation | ▪ International Sourcing | ▪ Sales Forecasting |
| ▪ Implementation Management | ▪ Reverse Auctions | ▪ Negotiations |
| ▪ Marketing | ▪ Brand Management | ▪ Teamwork |
| ▪ Large & Key Account Management | ▪ Competitive Product Positioning | ▪ Sales Program Development |
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PROFESSIONAL EXPERIENCE

All Cookware, Inc. – Vancouver, Canada

2002 – Present

VICE PRESIDENT OF SALES

Handle all U.S. sales for company with revenues of \$50 million. Develop sales and marketing strategy to maximize brand equity for Rival housewares. Manage all aspects of sales operations. Conduct retail market research and handle channel management. Hire, train, and supervise national salesforce of 25. Coordinate three major trade shows a year (national and international).

SELECTED ACCOMPLISHMENTS

- **Launched quality cookware line to major household retailers nationwide**, building strong relationships with retailers to achieve market penetration.
- **Created new division** that launched product at Wal-Mart.
- Researched, evaluated, and negotiated new sourcing for products in Asia, obtaining top quality and pricing.
- **Expanded product line 300%**, from 24 to 100 stock keeping units.
- Used customer knowledge and innate selling intuition to increase revenues and sell products.

Cooks Inc., Auburn, WA

1995 – 2002

SENIOR VICE PRESIDENT WORLDWIDE SALES

Launched startup cookware company, building company from a \$20,000 startup to a national retailer. Managed operations and created brand and marketing campaigns for world-wide sales. With partners, translated vision and goals into strategy and tactics. Designed product, supervised manufacturing in Asia, developed marketing strategy, and directed product launches for several retail channels. Handled salesforce hiring and training. Built profitable relationships with major retailers for business that is still thriving.

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Senior Vice President (continued)

SELECTED ACCOMPLISHMENTS

- **Developed private label programs** with Sears, JC Penney, Costco, and Restoration Hardware. **Negotiated deals from \$500,000 to \$3 million.**
- **Partnered with TV chef** to develop bakeware product line for national retailers.
- Key player in product development for retailers; researched Europe & Asia for quality sourcing.
- **Directed Costco retail training seminars**, national sales meetings, and trade shows.
- Successfully **appeared on QVC TV's shopping channel** to promote product.

Charles J Fredericks, Orlando, FL - *Provider of Retail Boating Accessories*

1993 – 1995

REGIONAL SALES MANAGER

Directed East Coast retail sales operations. Coordinated with manufacturers to attain corporate sales goals. Developed and implemented highly effective marketing strategies. Supervised national trade shows.

SELECTED ACCOMPLISHMENTS

- **Increased revenue from \$12 million to \$20 million in 2 years.** Employed creative thinking-outside-the-box to increase marketing channels. **Expanded business to regional operations.**
- **Developed new business with major retailers such as Wal-Mart and Sears.**
- **Increased sales territory each year by 45%** through enthusiastic relationship-building.

Housewares Marketing, Inc., Seattle, WA

1985 -1993

INDEPENDENT MANUFACTURES REPRESENTATIVE

Handled sourcing and selling of products to Costco Wholesale. Worked with industry leaders such as Toastmasters and Oneida. Supervised sales team with enthusiastic, positive motivational techniques.

SELECTED ACCOMPLISHMENTS

- Developed products for Costco that resulted in a jump **from \$3 million to \$22+ million** in yearly revenues.
- **Created warehouse system** for “just in time” orders that efficiently processed orders for regional retailers.