

# ROBERT SALES, MBA

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## SALES & MARKETING MANAGER

Accomplished SALES AND MARKETING professional with strong record of success in national and international sales, branding and marketing of technical products to Fortune 500 and other business customers. Earned MBA with Marketing Emphasis from the University of Wisconsin after achieving BS in Paper Science and Engineering. Demonstrated success in developing new markets by fostering strong relationships with customers. Grow volume, share and revenues by using vision to create effective marketing and customer service strategies. **Earned Sales Awards** based on demonstrated success developing new markets. Sought after to develop technical solutions to solve problems. Build high performance teams with mentoring and training for excellence. Quick learner with expertise in variety of papermaking, printing, converting, films and other industries.

Proficient in Microsoft Office (Word, Excel, PowerPoint, Project, FrontPage, Outlook), Windows, Apple IMAC, UNIX, VoIP, ERP, Oracle and SAP. Demonstrate excellence in:

- Marketing Management
  - Strategic Planning
  - Team Building
  - National Sales Management
  - Technical Operations
  - Quality Control
  - Key Account Management
  - Paper & Chemical Industry
  - Profit and Loss
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## CAREER ACCOMPLISHMENTS

### MAJOR PAPER, INC. (2005 - PRESENT)

- **Increased sales 7% (\$700K) and gross product margin 5%** by introducing new synthetic paper product through partnering with a new supplier, *Highlight Films* in New City, WA.
- **Obtained Green Seal Certification and generated \$200K new business** by developing a new line of environmentally friendly was tag products for the horticultural industry.
- **Improved brand identity and customer understanding of product offerings** by collaborating with experts to redesign all marketing collateral.
- **Gained \$150K annual *State of Washington* Hunting Tag business and essential new product development relationships with *Big Jeans*** by developing relationships with key contacts.

### TISSUE PAPER, INC. (1999 - 2004)

- **Selected as "Sales Person of the Year" during first year** based on excellence exceeding all quotas.
- **Developed and implemented \$5 million budget** by using vision to minimize costs and maximize profits.
- **Grew sales 9% in first year, and a consistent 5% after that**, turning around dying business by developing strong customer relationships and implementing account management programs.
- **Improved expected on-time deliveries 75% during oversold conditions** by developing and implementing visionary inventory control programs.

### CHEMICAL PRODUCTS Co. (1992 - 1999)

- **Increased sales \$2M, taking away sales from competitor at a higher price, and earned Sales Excellence award**, by implementing effective account management plan with *Great Paper Company*.
  - **Prevented loss of \$1M in sales from lower priced competitor** by using engineering and sales skills to create a customized specialty, ethylated starch for carbonless coatings.
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## PROFESSIONAL EXPERIENCE

**Brand Manager, MAJOR PAPER, INC.**, Atlanta, GA 2005 - Present  
*International manufacturer of premium fine paper and technical products with \$700 million annual sales and approximately 3,000 employees.*

- **Manage \$22M profit and loss portfolio** for decorative components, durable printing papers and saturated and synthetic labels by directing branding for domestic, South American and European markets.
- **Direct high performance team** by mentoring and guiding four personnel, including a Senior Research Scientist, Customer Service Agent, Marketing Coordinator and Process Engineer.
- **Build coalitions with key accounts, including *Film Company, Office Supply Company, Big Packaging, Comedy Company Inc., Big Paper, Major Paper* and *Consumer Goods*.**
- **Selected to remain with Major Paper** following spin off from Tissue Paper.

**Account Executive, TISSUE PAPER, INC.**, Another City, WA 1999 - 2004  
*Major international manufacturer of consumer and paper products, generating \$10B annual sales.*

- **Managed \$12M net sales of technical product for tag and label manufacturing**, including products for the pressure sensitive industry, medical instrument packaging, book publishing and image transfer by building coalitions with key customers to generate incremental sales growth.
- **Achieved 100% growth in decorative printing paper sales** by taking over additional sales operations.
- **Sought after by customers and internal personnel to solve both selling and technical problems** based on strong marketing and engineering background.
- **Received Letter of Appreciation from Major Client Group** for solving problems with excellent service.

**District Manager, CHEMICAL PRODUCTS CO.**, Another City, WA 1992 - 1999  
*Major specialty carbohydrates manufacturer with \$250M annual sales to the paper industry and consumer marketplace.*

- **Oversaw \$10M annual sales of specialty carbohydrate products** in the upper Western sales territory by providing effective customer service with key accounts program for corporate accounts.
- **Received senior management recognition** for consistently increasing sales 15% annually.
- **Expanded sales and applications into new market sectors** by teaming with customers to develop new grade lines.
- **Sought after for technical expertise** in size press pigmented coatings for ink jet printing.

**Technical Sales Representative, FRENCH CHEMICAL**, Third City, WA 1991 - 1992  
*International chemical and pharmaceutical organization with over \$14B in annual sales.*

- **Managed \$550M water treatment and deinking chemical sales business** by using knowledge of paper mill operations and chemical metering equipment.
- **Grew wastewater treatment sales 10% and gained \$250K in new defoamer sales in a deinking application** by building coalitions with key customer accounts.
- **Developed \$100K new sales** by cold calling companies for new industrial applications, including potable water and waste water treatment in paper mills and municipalities.

**Technical Sales Representative, GLOBAL INCORPORATED**, Third City, WA 1986 - 1991  
*Specialty chemical manufacturer with over \$2B in annual sales.*

- **Generated \$650M annual sales** by managing technical sales and service support for chemical additives and applications in the Third City District, covering three states.
- **Sought after for expertise in chemical additives, applications and acid and alkaline papermaking.**
- **Increased sales 90% in one year** by leading wet end retention aid sales.
- **Secured \$1M new sales** by spearheading conversion of major customer from paste rosin sizing to rosin emulsion technology.
- **Added \$5M new sales** by leading several alkaline paper conversions.
- **Slashed costs \$200K with reduced setup time and shipping costs** by developing an innovative, portable bentonite clay make-down system for a colloidal retention aid system.

## EDUCATION & TRAINING

UNIVERSITY OF WASHINGTON, Another City, WA

**Master of Business Administration with Marketing Emphasis, 2002**

- Member, Beta Gamma Sigma • Earned 3.98/4.0 GPA • Graduate Honors Award

STATE UNIVERSITY COLLEGE OF ENVIRONMENTAL SCIENCE AND FORESTRY, Oswego, NY

**Bachelor of Science in Paper Science and Engineering, 1986**

Kempner-Trego • Statistical Process Control • Negotiating to Yes • Outcome Driven Innovation

## MEMBERSHIPS

**Member, TAPPI • Board of Directors, University of Washington School of Business (2003-2005)**