

PROFESSIONAL SUMMERY

Highly accomplished hands-on leader, strategic planner, and innovative developer of effective operations strategies, with 20+ years of demonstrated achievements contributing to superior corporate performance through expert alignment of sales initiatives and revenue goals with corporate objectives. Consistent track record of significant achievements in strategic planning, business development, sales management and operations. Creative decision-maker and problem-solver focused on developing effective solutions and exceeding project goals while ensuring the continuous delivery of top quality services. Results-oriented with outstanding communications and team-building attributes.

AREAS OF EXPERTISE

Capital Projects • Competitive Market Position • Executive Presentations • Global Market Expansion
New Business Development • Operating Infrastructure • Project Management • Quality Improvement • Relationship Management • International Sourcing • Offshore Purchasing
Financial Management • Business Reengineering • Sales and Profit Growth • Sales Management

PROFESSIONAL EXPERIENCE

WORLD SPORTS LLC **Yarmouth, ME • 2013-2014**
Event Management and Trading Company.

LEGACY GLOBAL SPORTS **Portsmouth, NH • 2008-**

2013 Global sports company managing sport tours, sports travel, tournaments, camps, player agency, sports organizations and facilities worldwide.

Director Purchasing & Retail Operations • 2012-2013

Initiated and started a new division adding revenue to the company within retail & online stores. Secured new vendors and sponsorships through skill-full negotiations. Centralized and controlled all purchasing and its sales margin. **Key Highlights:**

- ✓ Increased profitability by creation of central purchasing by controlling cost and vendor negotiations.
- ✓ Launched a new online store for the company increasing the overall revenue for apparel.
- ✓ Expanded retail presence with locations in Sweden, Finland, Czech Rep. and Italy.
- ✓ Lead design for team apparel and equipment and its distribution.

Director of Operations • 2011-2012 Served as lead in a new business acquisition focusing on building a new office with operational infrastructure for administrative functions, support staff and quality control for the global sales force. Responsible for protecting the company's assets, inventory, compliance and insurance. **Key Highlights:**

- ✓ Structured, recruited and hired new operational support staff for the sales divisions.
- ✓ Negotiated new insurance and liability coverage for the companies 12 million in sales.
- ✓ Engineered a new infrastructure for the company's administration and operational needs.

General Manager • 2008-2011 Responsible for the day-to-day operations and management of the Maine Hockey Group and its facilities. Hired, trained and supervised 15 plus employees. Launched a new retail division and opened 3 new stores in Maine. Doubled the number of participants, teams and revenue.

Key Highlights:

- ✓ Secured new revenue sources of 1 million within retail and corporate sales divisions.
- ✓ increased the number of participants to the organization leading to doubled revenue in 3 years.
- ✓ Trained, coached and help develop 300 plus kids within the org. and its community.

SEABOARD INTERNATIONAL **Nashua, NH • 2006-**

2008 Commodity building materials and trading company. **Account Executive • 2006-**

2008 Developed new customer accounts within the building materials industry. Researched new

geographical areas for new customer acquisition. Located new building materials vendors in Scandinavia for U.S. import. Maintained current customer and vendor relationships. **Key**

Highlights:

- ✓ Netted \$1M in sales by establishing customer relationships in Canada.
- ✓ Increased supply and developed new products to sell to the U.S. by establishing new vendor relationships in Scandinavia.
- ✓ Garnered \$4M in U.S. sales through newly developed customer relationships.
- ✓ Rocketed sales by \$5M within 10 months through personal account development.

HANCOCK LUMBER

Casco, ME • 1999-

2006 Building materials, lumberyards and sawmill business. **COO & Executive Vice President •**

2001-2006 Served as key corporate representative. Provided expert oversight of tasks including identifying and cultivating new business development opportunities, implementing effective market research, strategic planning, and product promotions. Coordinated global sourcing initiatives including identifying, selecting, negotiating, and managing key supplier relationships. Lead expansion in specialty markets. Involved directly in product R&D and directing plant activities based on customer requirements. Developed, trained and supervised 40 account managers and operations staff. **Key Highlights:**

- ✓ Ramped retail business from \$130M to \$150M in 1 year through additional retail location acquisition.
- ✓ Increased specialty sales from \$22M to \$33M in 24 months through efficient sales management and recruiting.
- ✓ Expanded global customer base by 100% within 12 months by establishing 5 new alliances.
- ✓ Strengthened geographical market position and secured new stronger revenue stream by launching 6 new retail stores in less than 15 months.
- ✓ Secured new revenue sources of \$ 18M within 7 months the acquisition of a contract with US Lumber.

Vice President & General Manager • 1999-2001 Adeptly orchestrated tasks including directing key retail division turnaround, expanding revenues, focusing marketing efforts, and realigning employee base and incentive structures. Launched specialty kitchen division, including strategic planning, market definition, revenue forecasts, and operational needs. Coordinated operational activities at 7 lumberyards and 4 outlets, including managing more than 500 employees and \$200M in revenue. **Key Highlights:**

- ✓ Enhanced net profit by 3% by establishing specialty markets in areas including kitchens and windows.
- ✓ Increased revenue by 15% in 2 years through the addition of 10 new corporate accounts.
- ✓ Achieved lowest employee turnover rate of 2% each year by installing new management and operational infrastructures based on employee empowerment.
- ✓ Rocketed profitability at failing division by 50% through new sales management.

ADDITIONAL PROFESSIONAL HISTORY

TEAM SPORTIA

Gothenburg, Sweden • 1998-

1999 Retail sporting goods business in Scandinavia, 125 sporting goods stores. Managed store openings and responsible for winter and hard goods purchasing. **General Manager • 1998-**

1999 Ensured product availability in 130 Swedish retail stores by coordinating corporate wide sourcing and purchasing activities for the category of hard goods.

ROOSE TRADE

Gothenburg, Sweden • 1997-

1998 Sporting goods distribution company hockey. Sher-Wood and Vaughn. Account Manager and VP of sales. **Vice President of Sales • 1997-1998** Expanded customer base by 25% through expert nationwide sales activities planning, sales and execution.

EURO ACTIVE

Hong Kong, China • 1994-

1997 Sporting goods retail company established in Sweden. Winter sports and bicycles. **CEO &**

PresidentServed as lead in establishing a new sporting goods company in Sweden and Canada.

Key Highlights:

- ✓ Garnered \$5M in Revenue in less than 1 year by launching and managing the company's first sporting goods stores in Sweden.
- ✓ Expanded company profile by opening 11 new retail locations in Sweden and Canada within 4 years.
- ✓ Rocketed revenue from \$0 to \$24 in four years through skillful coordination of all outsourcing activities from Asian and Pacific Rim countries.

EDUCATIONAdvanced Management Program (AMP) 2005Harvard Business School, Boston, MA
Bachelor of Science in Education 1987-1991University of Maine, Orono, ME
Bachelor of Business Administration – Sales and Marketing 1985-1987Stockholm University School of Business, Stockholm, Sweden

TRAININGSandler Sales ProgramTeam Sportia Merchandize and Customer Service Program
AFFILIATIONSNational Sporting Goods Association NSGAPortland Chamber of CommerceKappa Delta Pi Honor SocietyHarvard Alumni Club
LANGUAGEEnglish & Swedish