

NILES CRANE, VP OF SALES & MARKETING

~ Sales and marketing leader who brings 100% profitability to new business ventures through innovative sales program strategies ~

BUSINESS DEVELOPMENT ♦ SALES PROGRAM DESIGN ♦ RELATIONSHIP BUILDING

☎ 214.547.2658 ✉ niles@careertuners.com 📍 Corona, CA 🔗 [linkedin.com/in/ncrane](https://www.linkedin.com/in/ncrane) ➔ Available for Relocation

- ♦ **Business Development for Company & Partners:** Generated \$250K in sales for *Xinyinol* (2014) and secured 20% growth rate for *WLW* (2014) by implementing Brand Building Program.
- ♦ **Product Development and Training:** Turned around -20% performance to +3% overall sales growth in two years by introducing 15+ new products into *Domox* systems and hubs. Trained sales team on new product sale strategies.
- ♦ **Experienced in Channel Development:** Increased *Brightex Cleaning* food business, cleaning, and healthcare divisional sales by 5-10%, 12-20%, and 10% annually, respectively, by launching new product line.

PROFESSIONAL EXPERIENCE

Business Leader

at *Brightex Cleaning*

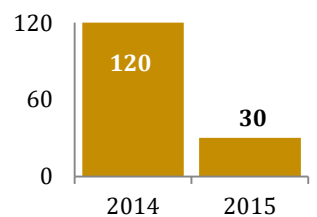
2001 - Present

Collaborated closely with internal & external stakeholders for product management and to grow this multi-billion dollar business. Hired and managed 100+ sales personnel and broker organization employees; trained them on product strategy and promotion. Previously: Business Team Leader (East), and Trainer On-boarding Coach.

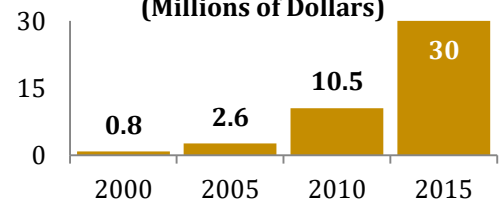
Program Management & Growth

- ♦ Turned around -20% performance to +3% overall sales growth in two years by introducing 15+ new products into *Domox* systems and hubs. Trained sales team on new product sale strategies.
- ♦ Increased sales by 4% (2014), maintaining rising growth rate with *Xinyinol* account. Used joint funds for promotions at tradeshows, generating \$250K sales. Ranked 5th best supplier out of 100 in an internal evaluation.
- ♦ Won Excellence Award (2008), Marketing Partner Award (2009, 2010, 2014), Milestone Award (2011 & 2012), Rising Star Award (2003), Brightex Sales Achievement Award (2007), and Area Team Player of the Year Award (2006).
- ♦ Increased brand awareness, improved funds tracking and doubled promotional activity by creating a gift card program.
- ♦ Created a Member Brand Building Program. Established an accountable fund for tradeshows, promotions, and corporate events to grow membership.
- ♦ Streamlined rebate process by introducing a new reporting model. Coordinated with internal and external pricing and contracts departments during model development.
- ♦ Developed approval process for promotion plans. Persuaded management to conduct local promotions, enabling sales force to work together.

**Contract
Repayment (Days)**



**Growth with Network
(Millions of Dollars)**



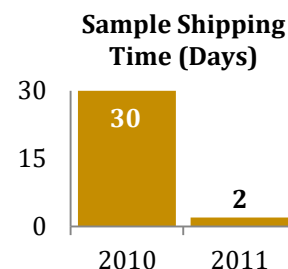
Contract Negotiations & Vendor Management

- ♦ Negotiated and finalized multi-year contracts with 6 major distribution companies, including Greener Tyles, Trader Joes, and Florida General Hospital, totaling \$45M+.
- ♦ Identified and contracted new customers for Trader Joes, adding to their 1032% growth. Created list of high value, untargated customers. Sold 10,000 business units by negotiating product inclusion in the Managed Order Guides.
- ♦ Enabled 20% growth rate (2014) for *WLW* by setting up an accrued marketing fund and a corporate marketing program that would fund tradeshows such as the East Coast Healthcare Expo.
- ♦ Negotiated principle agreement with Florida General Hospital to include all company hydrogen peroxide and UV products on the contract. Proved that company products met a different set of needs and didn't conflict with their existing contract.

- ◆ Strengthened stakeholder relationships and improved product development process by creating Vendor Advisory Council to get feedback on upcoming products. Selected top 10 key network members annually. Worked with internal teams to create presentation deck for products showcasing.

Business Development

- ◆ Reversed 50% loss to 50% gain on sale products by developing the Cleanliness Profitability Program. Collaborated with national distribution chain headquarters to train direct sales force and broker organizations on product strategy.
- ◆ Increased food business, cleaning, and healthcare divisional sales by 5-10%, 12-20%, and 10% annually, respectively, by launching new product line. Worked with 8-member team on development and sale of new surface disinfectant.
- ◆ Developed sales tools according to the needs of the healthcare market. Trained sales team and brokers on the product, its value proposition, and the sales strategies to be used.
- ◆ Maintained 19% strategic distributor growth through development of Strategic Developer Program. Worked in 3-member team to develop and implement this plan, selecting the top 100 distributors and the products to be promoted.
- ◆ Brokered deals with key salad companies and developed incentive plans for condiments, adding to 5-10% division growth. Developed marketing plans to reposition product.
- ◆ Implemented "Two-Brand Strategy" for food service and cleaning channels, adding to double digit company growth. Encouraged distributors to sell our brand alongside private label products.
- ◆ Increased sales by 7% through East Coast Concentrates program. Worked with all major departments and 10-member team to determine product strategy, product line, branding, pricing, and marketing.



East Regional Manager

at *Rosslyn Inc.*

1998 - 2001

Added to double digit annual growth by leading Regional Managers in the Eastern United States through business and product strategy development. Previously: Director of Sales (Southeast), Southeast Sales Manager, Eastern Region Sales Manager.

- ◆ Locked in \$1.5M contract with Bulldog & Associates through competitive testing to prove superior product and value.
- ◆ Brought in \$1M sales through development and launch of new healthcare waste liners. Worked with R&D and distributors to develop the product according to state regulations. Oversaw and arranged sampling and product testing.
- ◆ Winner of Florida Sales Representative of the Year (1999), Atlanta Supplier of the Year (1999), Strategic Network Manager of the Year (1998 & 2000), the East Coast Supplier Award (2001).

Past Experience: District Sales Manager (GA, AL, TN, FL) at *Florida Papers Company* ◆ National Sales Manager (Gifts & Accessories) at *Prince Supplies*.

EDUCATION

BS Business Administration | The University of Texas at Austin

RATIONALE

Challenge: With over two decades of experience under his belt, Niles wanted to transition into senior management. He hadn't updated his resume in almost 10 years. With his old resume, the only thing he was showing was his age. There was nothing in the 2-page document that reflected his strengths as a VP of Sales and Marketing.

Action: During my call with Niles, we talked about the different ways he helped organizations grow. Our focus was on the business growth he generated through different sales and marketing initiatives. To capture the massive growth Niles brought, I added several graphs to his resume. I also sprinkled references to his leadership skills throughout his resume.

I chose to break his accomplishments into multiple sections to avoid overwhelming the reader. Now, at just a glance, it's obvious what Niles' areas of expertise are.

To disguise Niles' age, I compressed his past experience to two lines and put his education section at the very end.

Result: Niles' new resume shows him off as a powerhouse executive who was skilled at working with stakeholders to generate tremendous growth for organizations. There is now no doubt of his tremendous executive strengths.

NILES CRANE

Niles Crane - Corona, CA

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PROFESSIONAL OBJECTIVE: Seeking a position in Sales of Marketing with an opportunity to utilize experience and knowledge of Marketing.

EDUCATION: BS, University of Texas at Austin, MAY 1983, Business Administration
Major: Marketing

EXPERIENCE: **Brightex Cleaning**

Business Leader (2001 – Present)

Manage Sales and Promotion of all National and International Wholesale and Corporate Accounts.

Responsible for overall planning, guidance and representation of National and International Trade Shows.

Integrate print media advertising and direct mail campaigns, coordinate representatives, in-house Sales and Customer Service.

Rosslyn Inc.

East Regional Manager (1998 – 2001)

Planned and represented company at National Trade Shows

Implemented Premium Incentive Sales

Managed one of three retail operations, Duties included scheduling ordering, stocking and merchandising.

Buyer, Gifts and Decorative Accessories.

ACTIVITIES and HONORS: Presidential Scholarship 1978-1982

American Marketing Association

University Marketing Club, Chairman of Speakers

Founder, University Pep Club, 1980

Single, excellent health, 5'9", 155 lbs, willing to relocate and travel

REFERENCES: References available upon request

BACKGROUND

Rosslyn Inc.

May 15, 1989	Director of Sales Southeast
October 1, 1990	Sales Manager Southeast Region
November 1997	Sales Manager Eastern Region

Performance Review Rating: A+

WORK EXPERIENCE

August 1984 – April 1986

Division Sales Representative/Trainer Southeast

September 1983 – August 1984

National Account Supervisor – Manager Customer Service – Retail Ceramics

April 1982 – September 1983

National Marketing Representative –Gifts and Accessories

EDUCATION

University of Texas at Austin, 1978 – 1983

President Scholarship

Bachelor of Science Business Administration

Major: Marketing