

ROBERT M.GIACCIO
LANSDALE, PA 19446

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SUMMARY: Entrepreneurial business-to-business sales, marketing and management professional with over twenty years experience managing and developing client relationships and expanding new markets. Uses business savvy and common sense to produce creative and effective solutions that achieve high levels of customer loyalty and satisfaction. Listed in Top Sales Performers Club.

PROFESSIONAL EXPERIENCE:

Sears Commercial **ACCOUNT MANAGER**

Implemented effective and direct contact with the corporate, institutional, multi home and single family construction market segments. Acknowledged by higher management for delivering solutions in multiple, complex, operating situations by utilizing both personal initiatives and team direction. Won national sales contest and was cited for "best practices" in service program roll out. Later was asked to share sales model at district and regional forums.

The Home Depot, Lansdale, PA

APPLIANCE MANAGER

Brought in to implement appliance sales and merchandising. First year sales increased over 30%. Initiated computer tracking and reporting of customer delivery orders which resulted in increased productivity and higher customer satisfaction levels. Recognized by top management as an expert trainer, motivator and problem solver.

Thermal Industries, Inc., Philadelphia, PA **COMMERCIAL SALES ACCOUNTS MANAGER**

Hired into this position to develop and build a commercial business to augment consumer sales for this multi-million dollar manufacturer of vinyl building products. Responsible for multi- state territory. Reported directly to the East Coast VP.

Region's commercial sales equaled 50% of entire company's performance in this area. Over \$300,000 of sales annually is the result of strong relationships developed and nurtured with school districts within the region. Designed, developed and launched marketing literature to support company-wide sales. This was later used verbatim for the corporate web site.

A.J. GIACCIO APPLIANCES, Philadelphia, PA

GENERAL MANAGER

Operating with a high degree of autonomy had full P&L responsibility for this \$1.5 million per year retail store, which sold a wide range of appliances and was also an authorized RADIO SHACK dealer. Managed a staff of up to 9, with responsibility for purchasing, merchandising, warehouse, administration, sales, marketing and finance. Elected vice president and treasurer of 33 million dollar a year appliance buying co-op group consisting of 55 dealership members. Founding President of the Business Merchants Group which provided communication between community businesses and the neighborhood for mutual growth and profit.

EDUCATION

B.S. Marketing, La Salle University, Philadelphia, PA