

# RUSSELL CHAD MAY

## OBJECTIVE

---

Highly experienced, accomplished and versatile territory account manager with 20+ years of sales, marketing, and multi line product management for 50+ large manufacturers; Klein Tools, Generac Generators, Lutron Dimmers, Zep/Enforcer, JB Weld and more.

## SKILLS & ABILITIES

---

Microsoft Office; multiple ordering/vending programs owned and operated by multi-chains, manufacturers, and vendors; POS systems, POP systems, Various CRM Software, i.e. Goldmine, product knowledge and product sales training, vendor training, store front displays, store and retail event management

## EXPERIENCE

---

August 2007 – Present    Comprehensive Marketing Inc    Dallas, TX  
*Territory Account Manager*

- Devise effective territory sales plans and marketing plans for variety of customers
- Develop and utilize marketing strategies resulting in 25-27% growth among 200+ existing clients in the Southwest Territory including but not limited to Texas, Oklahoma, Louisiana, Arkansas, and Nebraska.
- Building impact relationships with independent hardware chains owned and operated by Do It Best, Ace Hardware, True Value, HDW, and Origill
- Customer relations specialist and liaison between independent hardware stores, buyers, distributors and manufactures.
- Hold in store meetings and visits with store owners, other key management and buyers to discuss promotions, early buy programs, and train on product knowledge
- Develop training material and training days for stores to review marketing strategies and how to cross sell and cross merchandise
- Analyze data to locate the most efficient sales methods to increase store revenue by forecasting previous sales plans
- Meet with customers, vendors, and merchandisers to address concerns, offer post-sales support and resolutions
- Discover sales opportunities through a variety of customer research strategies
- Present sales, product and marketing knowledge and training to potential new clients and new stores
- Participate in industry promotional events, retail shows and store events to cultivate customer relationships and keep stores up to date on all products being offered through the company
- Assess sales performance according to national KPIs

[CHADMAY0788@GMAIL.COM](mailto:CHADMAY0788@GMAIL.COM)

503 SAGINAW CT • ALLEN ,TX 75013 • (214)-315-4827

- Prepare and submit reports to direct buyers, store managers and owners, manufacturers, and VPs through a variety of internal CRM software
- Product placement with large manufacturers; i.e. Klein Tools, Dorcy, Enforcer/Zep, Generac Generator, Sharkbite, J.B. Weld, WD-40, Passload, First Alert, Yankee Candle, Lutron
- Created on average 20 new Klein Tools destinations and opened on average 10 new Enforcer/Zep accounts in the last 5 years
- Increased customer retention of a large multi-million dollar client resulting in placement of products not placed in 15 years of company history
- Analyzed competitor sales and customer base to increase traffic to potential and existing clients
- Territory Manager for large store chains such as McCoy's Hardware, Keith's Ace Hardware, HDW, Groom and Sons, Nuts and Bolts, and Handy Hardware

#### EDUCATION

---

1999 – 2001    El Centro College    Dallas, TX  
*Associates of Applied Science*

- Business Management/General Studies

#### KEY ACCOUNTS

---

HDW Hardware, Ace Hardware, True Value, Do It Best, Origill, Buttery, Handy Hardware, Keith's Ace Hardware, Higginbothams, McCoy's Hardware Channel