

# Paul McCormack

Greater New York City Area

Director of Sales - North America at Smeg U.S.A. Inc.

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## Summary

Growth-focused sales and marketing leader with more than 20 years of success in sales, marketing, business and revenue advancement in the luxury kitchen and bath / appliance industry.

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## Experience

Director of Sales - North America at Smeg U.S.A. Inc.

September 2018 - Present (6 months)

Director of Marketing at Poggenpohl U.S., Inc.

February 2018 - August 2018 (7 months)

Director National Sales at Miele

2011 - 2017 (6 years)

Director Of Public Relations at Miele

2009 - 2011 (2 years)

Advertising / Marketing Communications Director at Miele

2002 - 2009 (7 years)

Division Manager, Floor Care Products at Miele

2000 - 2002 (2 years)

Product Manager and Regional Sales Manager, Floor Care Division at Miele

1999 - 2000 (1 year)

Territory Sales Manager, Mid Atlantic Region at Miele

1998 - 1999 (1 year)

Senior Marketing Coordinator at Fugro EarthData, Inc.

1994 - 1998 (4 years)

Buyer / Marketing Representative at Cosmotec International

1989 - 1994 (5 years)

Accounting Clerk, Part-time at The Greenwich Workshop, Inc

1987 - 1989 (2 years)

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## Education

Sacred Heart University

Bachelor of Science (BS), Business, Management, Marketing, Accounting, International Business and  
Related Support Services, 1987 - 1992

Trumbull High School (Connecticut)

Graduate

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# Paul McCormack

Greater New York City Area

Director of Sales - North America at Smeg U.S.A. Inc.

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## 3 people have recommended Paul

"Creative, energetic and positive are three words I would use to describe Paul. We worked together for 17 years, both in various roles. As Marketing Manager, he impressed me with interesting and organized Product Launches as our product selection grew. He had an incredible supportive team working for him that kept our brand image focused. Paul's strong relationships with outside agencies and industry partners enabled us to work with them as though they were Miele employees. As he moved on to a Sales Director position, I supported his department with planning many events. His natural ability to take what could have been another boring industry event and make it something new and different still inspires me! I look forward to seeing what his future brings."

—Vicki Richter-Robb, National Center Program Coordinator, Miele, worked indirectly for Paul at Miele

"If I had to describe Paul in three words, it would be Energetic, Creative and Effective. I have known Paul for ten years, working with him on various projects through his Marketing, and Sales roles at Miele. He is highly effective in motivating team members and always seeks ways to influence and sell through creativity. Paul would be an asset to any marketing and sales team in the kitchen and bath building industry. "

—Deborah Ruriani, East Coast Territory Manager - Cubicle Curtains, Construction Specialties, worked with Paul at Miele

" Paul is passionate, inquisitive and dedicated. He learns and adapts quickly to any and all challenges. Paul gave me my start at Miele and I will always consider him a mentor as well as friend. Paul has held many positions at Miele and I know he will be a tremendous asset as enters the next chapter of a stellar career. "

—Bob Morris, Manager, Miele Inc., reported to Paul at Miele

# Dave Wicklund

Fayetteville, Arkansas Area

Regional Sales Manager - Central Region Home Appliances - Builder at Samsung Electronics America

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## Summary

Successful manager with a solid history of positive performance in all aspects. Extensive experience managing successful people, years of producing positive P&L's, merchandising, pricing, forecasting, expense management, relationship selling, and maintaining a positive attitude.

Specialties: Pricing and Promoting, selling, managing people

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## Experience

Regional Sales Manager - Central Region Home Appliances - Builder at Samsung Electronics America

July 2018 - Present (8 months)

Management of all Samsung Home Appliance Builder sales throughout the Central Region.

Regional General Manager at Metro Appliances and More

August 2013 - July 2018 (5 years)

Regional General Manager responsible for our North Region of stores including Tulsa, OK, Wichita, KS, Joplin, MO, Springfield, MO & Springdale, AR locations.

General Manager at Metro Appliances and More

January 2008 - July 2018 (10 years 7 months)

General Manager of a large Regional Supplier of Appliances

Senior Merchandising Manager at Whirlpool Corp

May 2000 - January 2008 (7 years 9 months)

Pricing, promoting, merchandising and strategic direction of the built-in cooking platform for the following brands: Whirlpool, Maytag, Magic Chef, Amana, KitchenAid and Jenn-Air, a \$1 Billion/year category.

Senior Merchandising Manager at Whirlpool Corp

May 2000 - January 2008 (7 years 9 months)

Senior Merchandising Manager for top & bottom mount refrigeration. Management of pricing, promoting, merchandising, Plan To Sell, etc

Retail Sales Manager at Whirlpool Corporation

March 2004 - October 2005 (1 year 8 months)

Managed 8 remote account managers across a 10 state area in the Pacific Northwest.

Retail Channel Manager at Whirlpool Corporation

June 2002 - March 2004 (1 year 10 months)

Management of all Retail pricing and promotional activities

Builder Channel Manager at Whirlpool Corporation

June 2001 - June 2002 (1 year 1 month)

Managed the quote tool used by the builder channel to set pricing

Builder Account Manager at Whirlpool Corporation

May 2000 - June 2001 (1 year 2 months)

Sales rep for 3 builder accounts along with selling direct to builders

Retail Account Manager at Maytag

July 1994 - May 2000 (5 years 11 months)

Sold to all retail stores within SW Kansas ('94-'96), Texas Panhandle ('96-'98) and San Antonio ('98-'00)

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## Education

Bethel College - Company

MBA, Business, 2002 - 2003

Minnesota State University, Mankato

BS, Business Administration, 1990 - 1994

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# Dave Wicklund

Fayetteville, Arkansas Area

Regional Sales Manager - Central Region Home Appliances - Builder at Samsung Electronics America

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# Barry Bredvik

Greater San Diego Area

Senior Manager at LG - Signature Kitchen Suite and Builder

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## Summary

Experienced Executive Manager with a demonstrated history of working in the home appliance and consumer electronics industry. Skilled in Marketing Management, Negotiation, Budgeting, Business Planning, and Coaching. Strong professional graduated from Arizona State University.

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## Experience

Director of Sales at LG Electronics

February 2017 - Present (2 years 1 month)

Senior Manager for Signature Kitchen Suite brand and builder sales for Western United States

Vice President of Merchandising at PIRCH

January 2016 - January 2017 (1 year 1 month)

Director of Business Development at PIRCH

January 2015 - January 2016 (1 year 1 month)

Director of Merchandising at Pacific Sales Kitchen, Bath & Electronics

May 2008 - January 2015 (6 years 9 months)

Commercial Business Manager at Best Buy

2005 - 2008 (3 years)

Regional Marketing Manager at Best Buy

2002 - 2005 (3 years)

Regional Inventory Analyst at Best Buy

2000 - 2004 (4 years)

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## Education

Arizona State University

1996 - 1998

Chandler

Moorpark College

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# Barry Bredvik

Greater San Diego Area

Senior Manager at LG - Signature Kitchen Suite and Builder

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# Andy Silcox

Austin, Texas

District Sales Manager at BSH Home Appliances Corporation

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## Experience

District Sales Manager at BSH Home Appliances Corporation

November 2013 - Present (5 years 4 months)

District Sales Manager, Texas at Dacor Appliance Corp.

February 2010 - October 2013 (3 years 9 months)

National Builder Sales Manager at Dacor Appliance Corp.

April 2008 - October 2013 (5 years 7 months)

Dacor is a luxury brand appliance manufacturer based in Southern California. I coordinate Dacor's Preferred Builder Programming and multi-family activities. My local District encompasses the Texas market. My duties include coordinating Dacor's relationships with the residential construction industry, builder distributors and the architectural community.

District Sales Manager, South Carolina and Georgia Coast at Dacor Appliance Corp.

April 2008 - April 2010 (2 years 1 month)

Sales Manager at Kiva Kitchen and Bath

2002 - 2008 (6 years)

- Generated new performance tracking schedules.

- Broadened client base in incorporate a larger target market.

- Integrated decorative plumbing and cabinetry businesses into our existing residential appliance offerings.

- Designed and opened one new showroom.

- Designed and remodeled one showroom.

Store Manager, Mt. Pleasant at Wholesale Appliance Center

1998 - 2002 (4 years)

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## Education

Vanderbilt University

Major Economics, Minor Business Administration, 1993 - 1996

Activities and Societies: Naval ROTC

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# Andy Silcox

Austin, Texas

District Sales Manager at BSH Home Appliances Corporation

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## 1 person has recommended Andy

"Andy approaches everything he does with enthusiasm, relentless and a smile. Andy works well with all levels, has excellent communication skills and is a strong strategic thinker. Andy is ethical, collaborative, hard working, and organized."

—Norman Shultz, Territory Sales Manager, SubZero / Wolf S.C., worked with Andy at Kiva Kitchen and Bath

# David Glickman

Greater New York City Area

District Sales Manager at BSH Home Appliances

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## Summary

David is a District Sales Manager for BSH Home Appliances Corp., an international appliance manufacturer, sales and marketing company based in Munich, Germany. BSH is the manufacturer of 14 appliance brands globally, including Bosch, Thermador, Gaggenau, and Siemens. North American headquarters for BSH are in Irvine, CA.

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## Experience

District Sales Manager at BSH Bosch and Siemens Home Appliances Group

August 2007 - Present (11 years 7 months)

District Sales Manager

Corporate Trainer at BSH Bosch and Siemens Home Appliances Group

January 2005 - August 2007 (2 years 8 months)

Chef/Product Trainer at Gaggenau

2004 - August 2007 (3 years)

Owner at Whisk Communicatins, LLC

August 2001 - January 2007 (5 years 6 months)

Chef at BSH Bosch and Siemens Home Appliances Group

May 2004 - December 2004 (8 months)

Director Business Development at ClickThings

1999 - 2001 (2 years)

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## Education

La Varenne Ecole de Cuisine

Grande Diplome, 1989 - 1990

Colorado College

BA, Political Science, 1985 - 1989

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# David Glickman

Greater New York City Area

District Sales Manager at BSH Home Appliances

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# Rob Sheldon

Indianapolis, Indiana Area

Director of Sales at Samsung Electronics America

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## Summary

Central region Sales Director. Responsible for sales to regional retailers in the midwest.

Manage a team of 5 Sales Managers.

### Sales

- Major accounts
- Regional Independent dealers
- Builders

Specialties: Major Account Management (multiple outlet), Sales, Wholesale, Marketing, Advertising, Sales Training, Budgeting, Forecasting, Negotiating, New Customer Development, Program Design, Inventory Management. Specialize in high end consumer goods. New Product Launches.

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## Experience

Home Appliance-Director of Sales at Samsung Electronics America

March 2014 - Present (5 years)

Manage Samsung Home Appliance sales in the Central Region. Responsible for sales to regional accounts.

Home Appliance Sales-Senior Manager at Samsung Electronics America

June 2011 - February 2014 (2 years 9 months)

Home Appliance Sales

Central Regions Sales Director

Account Management

Key Account Manager at BSH Home Appliances

July 2009 - June 2011 (2 years)

Account Manager at Coca-Cola Enterprises

March 2009 - July 2009 (5 months)

Regional Account Manager at Electrolux Major Appliances

January 1992 - November 2008 (16 years 11 months)

Sixteen years of hands on major account management for a regional appliance and electronics retailer based in Indianapolis, In.

District Manager at Electrolux Major Appliances  
May 1987 - January 1992 (4 years 9 months)

Staff Accountant at Panasonic  
February 1986 - May 1987 (1 year 4 months)

Funds Analyst at Electrolux Major Appliances  
July 1984 - February 1986 (1 year 8 months)

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## Education

Western Illinois University  
Bachelor of Business, Finance, 1980 - 1984

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# Rob Sheldon

Indianapolis, Indiana Area

Director of Sales at Samsung Electronics America

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# Ryan West

Orlando, Florida Area

Senior Director - Region Sales at GE Appliances

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## Summary

Sales and Marketing leader driving teams to deliver critical business outcomes for GE Appliances and its customers, commercializing break-through innovative products and achieving record breaking profitable growth.

I've found success as a champion for customers, always with my ear to the market while keeping a relentless focus on aligning our business efforts with what will help make our customers successful while maximizing GE profits.

☆ PERSONAL BRAND: Deliver Results, Align Stakeholders, Influence Behavior, Start & End with the Customer, Learn Every Day, Have Fun & Stay Contagious

My track record over a 14 year career at GE includes demonstrated success in the following areas:

- ▶ Sales Leadership - Multiple field and headquarters based sales roles ranging from \$7MM to > \$500MM territories, winning GE Appliances President's Club Awards both as an Area Sales Manager serving the Builder Channel and as a National Account Manager serving the Retail Channel
  - ▶ Product Marketing - Wide ranging experience in new product development and commercializing consumer products across multiple customer channels, leading cross functional teams from concept to execution of highly visible projects, managing strategic partnerships with corporations and start-ups, directing multiple creative agencies for product launch & brand overhaul efforts and unique experience acting as an early business unit pioneer of lean start-up principles within a large corporation (FastWorks Project Leader at GE Appliances)
  - ▶ Word-Class Leadership Training - Recent graduate of GE Corporate's prestigious Experienced Commercial Leadership Program (ECLP) and consistently nominated for the most highly regarded career advancement and leadership training opportunities available across GE
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## Experience

Senior Director - Region Sales at GE Appliances, a Haier Company

December 2016 - Present (2 years 3 months)



- Lead, coach and develop team of 13 accomplished Area Sales Managers across Florida and Alabama
- Own P&L responsibility for Contract (Builder) Channel business for Florida & Alabama Region

### Senior Merchandising Manager at GE Appliances, a Haier Company

October 2014 - December 2016 (2 years 3 months)

Merchandising Leader for GE Appliances Refrigeration Product Category

- Directed merchandising efforts for matrix organization responsible for delivering profitable growth of GE Appliances >\$1B Refrigeration business
- Drove product launch process for all new product introductions, considering customer (B2B) and consumer (B2C) value proposition and execution
- Developed comprehensive digital and in-store merchandising strategy for entire product category consisting of 181 total sku's spanning four product configurations and three manufacturing sites
- Formulated go-to-market plans and negotiate regularly with complex customers ranging from Retail National Accounts (Lowe's, The Home Depot, Best Buy, Sears, etc.) to large Builder Channel Accounts (Ferguson, Lennar Homes, Marriott, etc.)
- Crafted product positioning and formulated launch strategy for new French Door Refrigerator with Keurig K-Cup Brewing System, a first to market industry innovation; launched October 2015
- Selected to 12-member team of nominated marketing leaders charged with developing and implementing the transformation of GE Appliance's brand identity; launched April 2015

### Experienced Commercial Leadership Program at GE

July 2013 - July 2015 (2 years 1 month)

The Experienced Commercial Leadership Program (ECLP) is the premier development opportunity for GE's future sales and marketing leaders. ECLP prepares MBA graduates and experienced professionals for GE leadership roles in marketing and sales. The two-year rotational program offers opportunities for individuals to drive growth within a business, receive world-class commercial and leadership training, and be part of a global network of marketing and sales leaders. The program began in 2002 as part of Jeff Immelt's commitment to grow GE's commercial pipeline and aims to position GE as the gold standard in marketing.

### Growth Manager - Connected Home Products at GE

March 2014 - October 2014 (8 months)

Drove execution of key growth initiatives related to the GE + Quirky Partnership

- Executed strategic growth initiatives supporting the development and launch of two successful products, "GE Link" Connected LED Light Bulbs (GE Lighting) & "Aros" Connected Room Air Conditioner (GE Appliances)
- Coordinated functional spec development of Wink Platform smart phone applications for GE Refrigerators, Wall Ovens, Washers, Dryers and Water Heaters
- Drove 10-member cross-functional team through process of identifying software communication

abilities across 5 product categories; translated results into consumer-benefiting features in mobile apps

- Led development of "Connect Plus" appliance connectivity module which turns "dumb" appliances into "smart" appliances post-installation; directed product hardware design, product naming, and packaging efforts to optimize consumer attractiveness

#### **Product Manager / FastWorks Project Leader at GE**

**July 2013 - March 2014 (9 months)**

Product Manager for 24" Built-In Wall Oven category & GE Appliances FastWorks Project Leader

- Developed multi-generational product plan for 24" Wall Oven category; \$80MM Industry
- Led cross-functional program team of Technology, Finance, Marketing, and Sourcing stakeholders through successful New Product Introduction reviews
- Led international program team (Mexico and U.S.) assuring communication consistency and resolution to issues impacting manufacturing schedule and program scope
- Directed one of GE Appliances initial FastWorks projects, pioneered innovative approaches to quickly obtain valuable market insights to measure probability of success for future strategic investments
- Led seven member cross-functional internal start-up team from concept to execution, obtaining multiple internal Venture Capital board approvals for funding throughout project

#### **Senior National Account Manager - Retail Buying Groups at GE**

**May 2012 - July 2013 (1 year 3 months)**

Responsible for sales & marketing of all GE product categories to Nationwide Marketing Group, America's largest buying and marketing organization for independent appliance, electronics, and furniture dealers, with over 3,800 members operating more than 11,000 store fronts and \$15 billion in combined annual sales

- Delivered annual Gross Sales Billed >\$500MM, yielding an 8% YOY Gross Margin rate increase
- Delivered a 7.5% increase in Average Selling Price of GE core products
- Increased GE Share of Total Billing among all Nationwide Marketing Group Dealers
- Developed and implemented promotional plans and merchandising strategy for Independent Retail Dealer Channel consisting of 2,000+ members
- Drove field execution of wholesale and consumer promotions by regularly communicating with and influencing 175 GE Area and Region Sales Managers across the U.S.
- Directed 150 member cross-functional team to visualize, plan, and execute all elements of 3 different "PrimeTime" Member Conventions and Buying Fairs; delivered on all financial targets and driving successful product launches within channel

#### **Senior National Account Manager - Sears at GE**

**December 2011 - May 2012 (6 months)**

Responsible for sales & marketing of GE's Refrigeration & Clothes Care products to Sears Holding Corporation

- Led GE Refrigeration and Laundry category management for Sears account – the largest U.S. appliance retail outlet by market share; produced GE annual Gross Sales Billed >\$100M
- Developed and negotiated business plan that delivered a new record high for annual Gross Sales Billed for the GE Clothes Care category at Sears
- Negotiated and delivered successful results via the Sears Product Line Review process; yielding 2,320 incremental floored GE products across stores nationally
- Aligned internal cross-functional stakeholders across Pricing, Merchandising, Product Management, and Product Fulfillment; maximized business support for new GE product introductions at Sears

#### **Area Sales Manager - Southern California at GE**

**February 2008 - December 2011** (3 years 11 months)

Responsible for selling and promoting all GE Appliances products and services to authorized builder distributor accounts spanning the Southern California market

- Directed >\$11MM sales territory spanning 8 Southern California counties; consistently delivered significant YOY increases in Gross Sales Billed & Gross Margin
- Managed distributor Outside and Inside Sales Organizations supporting Retail, Property Management, Single and Multi-Family Construction, Plumbing Wholesale, and Hospitality segments
- Increased GE annual Gross Sales Billed by 323% from 2008 to 2011 with Ferguson Enterprises account
- Obtained 420% increase in showroom display appliances across territory
- Exceeded annual operating plan despite significant industry headwind; 2008-2011
- Developed and Implemented Strategic Pilot Program with Ferguson Enterprises that was adopted in 2011 as GE and Ferguson's National Program

#### **Area Sales Manager - Las Vegas, NV at GE**

**November 2005 - February 2008** (2 years 4 months)

Responsible for selling and promoting GE Appliances portfolio of products and services to new and existing customers, builders, and general contractors in the Las Vegas, NV market

- Managed >\$7MM sales territory focused on Single Family Home Builder and General Contractor Channels within Southern Nevada
- Led business planning and communication with key national accounts including Lennar Corporation, Pulte Group, DR Horton, Richmond American Homes, Ryland Homes & William Lyon Homes
- Cultivated mutually beneficial relationships with key stakeholders across customer accounts including Area Vice Presidents, Purchasing Teams, Marketing Teams, Sales Associates, Construction Managers & Project Superintendents

- Aligned colleagues from GE Lighting, GE Energy & GE Security to obtain the contract for first ever "GE Ecomagination Community" in Southern Nevada with Concordia Homes
- Grew territory market share from 64% to 71% in Single Family Builder Segment
- Created account-specific business plans to accelerate luxury product sales resulting in a 44% increase in Monogram branded products sold
- Decreased customer accounts payable past due by 86%; created streamlined process to ensure accurate billing and payment per project and community

#### Builder Sales Specialist - Las Vegas, NV at GE

May 2005 - November 2005 (7 months)

Responsible for driving mix and inclusions within National Single Family Home Builder Accounts in Las Vegas, NV market

- Drove increase in price mix and complete kitchen suite sales within national home builder accounts via product training of model home and design center sales associates
- Provided sales support to Area Sales Manager to resolve daily issues

#### Product Management Analyst at GE

May 2004 - May 2005 (1 year 1 month)

Co-op assignment working 20-40 hours per week supporting the Refrigeration Product Management Team while completing my last year of undergraduate studies at the University of Louisville & also working as a Pharmacy Technician at Kroger on the weekends

- Assisted with launch of six new product introduction programs; partnering with Product Manager, Merchandising Manager, and Marketing Manager

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### Education

Pepperdine University, The George L. Graziadio School of Business and Management  
MBA, Marketing, 2009 - 2011

Activities and Societies: Beta Gamma Sigma International Honor Society - Recognizes students whose academic rank is in the top 20% of their Master's level graduating class.  
University of Louisville

Bachelor of Science in Business Administration, Marketing, 2003 - 2005

Activities and Societies: Student Marketing Association  
Kentucky Wesleyan College

Pursued Bachelor of Arts, Business Administration, 2001 - 2003

Activities and Societies: - Member of 2001 NCAA Division II Men's Basketball National Championship Team - Member of 2002 NCAA Division II Men's Basketball National Finalist Team - Member of 2003 NCAA Division II Men's Basketball National Finalist Team

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# Ryan West

Orlando, Florida Area

Senior Director - Region Sales at GE Appliances

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# Todd Hein

Orlando, Florida Area

Regional Sales Manager; Signature Kitchen Suites at LG Electronics

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## Summary

25 year track record of demonstrated P&L performance in multiple B2B and B2B2C entities in excess of \$250M in revenue. Directed geographically dispersed U.S. based teams and organizational disciplines in sales - U.S. and Global -, business development, marketing, merchandising, HR, operations, and contract negotiations. Organized business operations from start-up to on-going concerns in fast paced, highly competitive industries. Successfully developed tactical, technical, and strategic courses of action addressing revenue growth, financial disciplines, organizational processes and procedures, customer relationships, and best practices while overseeing day-to-day execution. Consistently built strong teams empowered to execute transformational sales programs.

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## Experience

Regional Sales Manager; Signature Kitchen Suites & LG Builder Appliances at LG Electronics  
May 2016 - Present (2 years 10 months)

Director of Builder Marketing at Samsung Electronics America  
May 2015 - April 2016 (1 year)

Responsible for marketing, promotion, demand generation, and business development within the Samsung builder division. Identification and prioritization of target segments and development of internal capabilities to serve the builder channel. Drive process improvements across planning, logistics, sales, and internal/external marketing relevant to the builder segment. Analyze, identify, and develop sales and marketing programs incorporating the full breadth of Samsung products into the B2B and B2B2C channels. Build and direct business case for line logic, new product development, and go to market strategies incorporating sales collateral and support materials.

Principal at WINNING ADVANTAGE CONSULTING  
May 2013 - March 2015 (1 year 11 months)

Winning Advantage Consulting

Principal, Orlando, FL

2013-Present

Consulting, business strategy and performance. Advise/Coach clients regarding existing business models and develop business strategies for growth. Diverse, fast paced, client base - from start-up to legacy: manufacturing, sports management, sports franchise, multi-family housing, state-assisted employment, pro-franchise general management.

VP Sales (Southeast Region) at HADCO

**July 2012 - May 2013 (11 months)**

Key member of executive team responsible for developing sales growth strategies for 18 lines of premium appliance brands sold through key dealers in the Southeast United States. Directed a team of selling professionals working in conjunction with their dealer partners to increase sales, margin, and market share. Responsible for the development of marketing programs, compensation modeling, inventory planning, relationship management, and pricing strategies. Provided continuing education and management of field selling staff to assist in their cross-functional support of the dealer network and their end-use customers. Coordinated builder programs with leading manufacturers to develop cooperative approach to sales in the residential builder space. Led successful turnaround of sales region via new program and targeted accountability efforts resulting in region becoming national leader in all sales and profit categories.

**Director of Sales at Sears Holdings Corp**

**2006 - 2012 (6 years)**

Responsible for all facets of Sears Commercial business in the Southern U.S. Duties included overall management and direction of the sales, profitability, HR, and operational functions of a \$250M business. Managed and led the transition of the business from a two-tiered channel approach to a B2B and B2B2C growth engine for the corporation. Grew market share in existing channels while managing growth in new business opportunities. Responsible for the management of 10 district sales managers and 200+ selling associates who have been transformed into a mobile, adaptable sales force.

**Southeast Regional Sales Manager at Sears Holdings Corporation**

**1997 - 2006 (9 years)**

Responsible for \$180M sales region comprised of 6 sales districts, 80 field selling professionals, and a central administrative/operations facility. Developed and empowered a team of highly effective district sales managers resulting in significant sales growth over the 8 year period. Region led country in sales, revenue increase, and total profit. Consistently led the top 5 sales districts in the country to sustainable sales and profit growth through new account acquisition and maintenance of existing customer relationships.

**District Sales Manager at Sears Holdings Corporation**

**1993 - 1997 (4 years)**

Led a high performance team of selling professionals from \$22M in revenue in 1993 to \$34M in 1997. Ranked the #1 sales and profit district 4 straight years. Instrumental in developing and implementing inside sales showroom concepts and optional merchandise programs. Developed new international markets - Pacific Rim - while successfully expanding field sales force. Multi-year award winner for sales, margin, profit, and new account growth.

**Division Manager; Sales to Sears at Maytag Corporation**

**1989 - 1993 (4 years)**

Responsible for Jenn-Air/Maytag's start-up venture with Sears Roebuck & Co through the retail and commercial channels - U.S. and Canadian operations. Grew the business from zero to \$24M over the course of 4 years. Responsible for P&L management, budgeting, product forecasting, development of marketing strategies, advertising, merchandise assortment, customer relations, and supervision of division staff.

#### Jenn-Air Maytag; National Contract Sales Manager at Maytag Corporation

1988 - 1989 (1 year)

Responsible for Jenn-Air/Maytag start-up national "Direct to Builder" appliance sales program. Developed initial marketing programs and sales strategies, pricing policies, market analysis, and management of field selling team. Program also worked in conjunction and cooperation with the operations of 20+ independent distributors across the U.S. Supervised the growth of the business from zero to \$12M in 18 months.

#### Builder Territory Manager at Whirlpool Corporation

1985 - 1988 (3 years)

Responsible for sales, product pricing, market, analysis, and territory profitability. Developed and implemented direct single-family housing market plan. Grew market share from 10% to 45% from 1985-1987. Developed multi-tiered selling channels to enhance sales and profitability resulting in sustained market share growth. 1986 Whirlpool Corporation National Builder Territory Manager of the Year Award Winner.

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## Education

Texas State University-San Marcos

Master of Business Administration (MBA), Business Administration and Management,  
General, 1987 - 1990

Southern Methodist University

Bachelor of Business Administration (BBA), Business Administration and Management,  
General, 1981 - 1985

SMW

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# Todd Hein

Orlando, Florida Area

Regional Sales Manager; Signature Kitchen Suites at LG Electronics

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## 6 people have recommended Todd

"Todd is a strong strategic thinker. He drove execution on all the deliverables we worked on together. He was invaluable in driving others within the group to a common goal. He consistently delivered the types of programs and solutions necessary to achieve higher profit margins and wider marketplace potential. He unfailingly handled conflict with grace and intelligence. He would be a great asset to any company."

—Katheryn Heath, Operations Manager, Lowe's, Electrolux, worked indirectly for Todd at Sears Holdings Corp

"I count the opportunity to work with Todd Hein among the great fortunes of my career. He added unparalleled value to each facet of the business he addressed. Few have so consistently created win-win-win situations throughout their work environment. In particular, Todd has shown repeated excellence in building world-class teams, assembling solid partnerships and providing strategic direction. Additionally, Todd's sense of humor, honest caring for the individuals around him and upbeat manner make him one of the most fun co-workers you could ever have. If the opportunity presented itself, I would not hesitate to work with Todd again."

—Mark R Foege, MBA, Strategic Advisor, Insynq, LLC, worked directly with Todd at Sears Holdings Corporation

"I recruited Todd Hein to join the Sears Commercial Sales leadership team in 1993. Todd immediately put his industry knowledge, new business development and sales leadership skills to work in the Pacific Northwest, expanding / upgrading the sales team, opening up new territories while achieving double digit new account growth in all major markets. Todd grew the Pacific Northwest market to the largest sales district in the enterprise; his team was ranked #1 in sales and profit for 4 straight years in a row! When the Southeast Region opened up in 1997 Todd was the obvious choice to lead the #1 region in the country. Todd is a leader in every sense of the word; his "can do" attitude and eagerness to embrace and lead change enabled him to take the best performing Southeast region to new heights. A practiced and proficient executive in remote management and contract negotiations, Todd and his team signed many of the Southeast's largest Property Management and Home Builders. Todd is a business runner / general manager; strategic

mindful and street smart - - he possesses strong operational, marketing and sales management skills. Todd and his team simply get things done! I strongly recommend Todd Hein to any organization that is looking to take their business to the next level."

—Zach Elkin, General Manager & Senior Director Signature Kitchen Suite and LG Builder Sales, LG Electronics, managed Todd at Sears Holdings Corporation

"Todd has mentored me through the majority of my career, and has provided me with the knowledge, training, support, and guidance that has made me the success that I am today. Todd's knowledge base and experience makes him a proven winner and a superstar in the direct sales channel. Todd's energy, knowledge, humor, and charisma has been amazing to work with over the span of ten years. It has been my privilege to work for Todd and I know that anyone who is granted the same privilege would be fortunate."

—Anthony Tari, Director of Customer Success, FRONTSTEPS, reported to Todd at Sears Holdings Corp

"Todd Hein is a rare breed of leader. He not only mentors, he becomes actively engaged in your success. He truly understands that paving the road for sales associates to become and stay successful is a key component of a successful leader. Todd is incredibly smart, resourceful and charismatic. He has boundless energy and is extremely accessible. I have been lucky in my career to work for some great leaders and I would put Todd at the top of this list. Todd is the type of leader that I would "chew through steel" for."

—Larry Bellack, President, Mobile Doorman, reported to Todd at Sears Holdings Corporation

"I have known Todd Hein since 2001, as a partner working with Sears Commercial to grow the Smart Home Technology business and as a District Sales Manager on his high performing sales team. He is, without question, one of the finest people and executives I know. A transformational and exceptional leader, Todd is adept at leading organizations - strategically and tactically - to growth and profitability. He skillfully leads with vision, practical innovation and a business acumen that generates results. His outstanding career results are reflective of his leadership and ability - to motivate and inspire performance - across large organizations. Personally, as an AAU Basketball Coach, Todd has been dedicated to improving the lives of "at risk" teenage players - academically, athletically and environmentally - ensuring they get into college and have the best chance (possible) of entering adulthood as responsible men, with a promising future to live into. It has been a pleasure and honor to work with Todd at Sears."

—Barbara Carney, Business Development Manager, Contractor - Duke Energy Corporation, reported to Todd at Sears Holdings Corp

# Justin Wagner

Princeton, New Jersey

Appliance Sales Director at Miele

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## Experience

Appliance Sales Director at Miele

December 2016 - Present (2 years 3 months)

Appliance Sales Manager - Eastern U.S. at Miele

November 2015 - December 2016 (1 year 2 months)

Regional Sales Manager at Miele

April 2015 - October 2015 (7 months)

Managing from Baltimore to Savannah, GA which includes the Miele Experience Center at Tyson's Corner, VA

Regional Sales Manager at Miele

March 2006 - October 2015 (9 years 8 months)

Managing New York, New Jersey, and Pennsylvania which include the Miele Experience Center in NYC and Princeton

Territory Sales Manager at Pro-Line Distributing

January 1999 - March 2006 (7 years 3 months)

An Outside Sales Representative for several Floor Care Brands including Miele. During the 7 years with Pro-Line, I managed accounts in Texas, Louisiana, Mississippi, Oklahoma, Arkansas, Kansas, Missouri, and Nebraska.

Restaurant Manager at Darden

September 1996 - December 1998 (2 years 4 months)

Managed at both the Toms River and Mays Landing New Jersey locations

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## Education

Stephen F. Austin State University

1989 - 1995

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# Justin Wagner

Princeton, New Jersey

Appliance Sales Director at Miele

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# J.D. McKinney

Indianapolis, Indiana Area

Central Zone Manager at Electrolux Major Appliances

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## Experience

Regional Sales Manager at Electrolux Major Appliances

January 2017 - Present (2 years 2 months)

Covering the states of Minnesota, Wisconsin, Michigan, Indiana, Kentucky, Ohio, Pennsylvania, West Virginia, Western New York, and Illinois.

Central Zone Manager at Electrolux

January 2012 - December 2016 (5 years)

I was promoted in January 2012 to Central Zone Manager responsible for Independent Dealer Sales for Electrolux Family of Brands in the States of Michigan, Indiana, Kentucky, Tennessee, Illinois, Ohio, West Virginia, Pennsylvania, and New York.

Field Sales Manager at Electrolux Major Appliances

November 2007 - January 2012 (4 years 3 months)

I was responsible for Managing all aspects of the hhgregg account during this time period. hhgregg was and still is the fastest growing retailer in the Industry.

District Manager at Electrolux Major Appliances

September 2005 - November 2007 (2 years 3 months)

Was a District Manager calling on 2 large Independent Dealers. Queen City Audio, Video, and Appliances along with Jeff Lynch Appliance. Licensed Plaza TV and Appliance right before getting promoted to Indianapolis to Manage hhgregg for Electrolux.

District Manager at Electrolux Major Appliances

October 2004 - September 2005 (1 year)

Was a District Manager for Electrolux covering State of Missouri and Western Illinois for Independent Dealers Sales.

District Manager at Maytag

January 2000 - October 2004 (4 years 10 months)

Was a District Manager in Indianapolis and Los Angeles.

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## Education

University of Northern Iowa

BA, Criminology, 1992 - 1996

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# J.D. McKinney

Indianapolis, Indiana Area

Central Zone Manager at Electrolux Major Appliances

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# Emma Moscoso (Casella)

Los Angeles, California

Regional Sales at Samsung Electronics America

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## Experience

Regional Sales Director, Home Appliance at Samsung Electronics America

August 2012 - Present (6 years 7 months)

2017: Director, Sales

2015: Senior Manager, Sales

2012: Manager, Sales

Training Consultant at DIRECTV

2010 - 2011 (1 year)

Sales Trainer (Samsung Home Appliance account) at Creative Channel Services

October 2008 - October 2010 (2 years 1 month)

Project Manager, Corporate Communications at BDS Marketing

June 2006 - October 2008 (2 years 5 months)

Sales Manager at T-Mobile USA

2004 - 2006 (2 years)

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## Education

Loyola Marymount University

Bachelor of Arts (B.A.), Communication and Media Studies, Minor in Business

Administration, 2001 - 2004

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# Emma Moscoso (Casella)

Los Angeles, California

Regional Sales at Samsung Electronics America

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## 4 people have recommended Emma

"Emma learns remarkably fast, and is extremely adept tailoring the presentation of her knowledge to the needs of an audience on the fly. I've literally taken her through fourteen products in a row over a 30 minute span, and watched her then flawlessly pitch it in succession to a salesperson, a buyer and a corporate VP. Topping off the talent is the fact that she is easy to work with and always pleasant to be around. Truly an asset to any organization."

—Eugene Seagriff, Director of Go To Market Strategy, LG Electronics, was Emma's client

"During a person's career you sometimes get an opportunity to work with someone whose professionalism, poise, skills, and enthusiasm effect you so profoundly, that you do your best to repeat the experience. I was so very impressed with Emma's performance during the short time that she reported to me, that I never once hesitated to give her project after project because she always managed to exceed every expectation and provide the highest level of service to her internal and external clients. I have continued over the course of the years to try and recruit Emma at every opportunity because it would be a pleasure and an honor to work with her again."

—Toni Farrow, SHRM-SCP, SPHR, Senior Director Human Resources, Finance of America , managed Emma at BDS Marketing

"Emma was an intergal part of building dealer loyalty/support for the samsung appl line during its early go to market stages. Her product/technology training contributions focused on developing retail floor support/capability at many key dealer retail floors and during related product showcase events. She is professional, well spoken, enthusiastic, dedicated & her postive "can do"/"will do" attitude is contagious"

—Jack Halperin, Senior Vice President Dealer Channel Division, Almo Corporation, was Emma's client

"I have had the pleasure of working with Emma on large scale event and training programs. Emma's business acumen and skills are excellent and diverse. Her personality and ability to build relationships at all levels is second to none. Lastly, her judgment and quick decision making



have always given me the confidence to put her in just about any situation - knowing it would be executed at a high quality level with excellent results. I would gladly work with Emma again if the opportunity becomes available."

—Randy Schrock, Member Advisory Board, Rutgers University CX Program, managed Emma at BDS Marketing