

J. SCOTT RUMPTZ

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EXECUTIVE MANAGEMENT

STRATEGIC BUSINESS PLANNING · BRAND REPOSITIONING · MARKET SHARE GROWTH

Background includes a career track in executive management with an emphasis in operations/divisional management, national account management, and corporate orchestration of sales and marketing programs. Areas of expertise include business development, strategic sales planning, promotional event planning, marketing program development, and sales leadership within the B2B service industry. Have implemented strategies to: (1) Guide the reorganization of sales divisions/programs; and (2) Improve internal and external customer service resulting in increased client satisfaction. Have been instrumental in contributing significant revenue growth as well as profitability at the corporate level.

CORE COMPETENCIES

Management Skills:

- increasing profits & leading company expansion
- making decisions from a financial perspective
- business records control & corporate reporting
- strategic goal setting & long-term planning

Sales & Marketing Skills:

- key account development
- positioning companies as market dominate
- improving effectiveness of sales teams
- building customer alliances and partnerships

PROFESSIONAL EXPERIENCE

RDJ SPECIALTIES, INC., Memphis, TN 1996 - Present

Owner/CEO Established a record of sales and marketing accomplishments as well as business and financial planning success for this nationally recognized telemarketing advertising specialty company. Analyze market factors in this highly competitive field; develop product-specific and territory-specific marketing plans; and direct aggressive effort to build and maintain market share.

- Develop sales plans and provide senior market leadership to empower Client Service Representatives to achieve sales growth, business retention, and profitability goals.
- Spearhead marketing activities including: development of sales materials, website management, innovation of promotional campaigns, and compilation of market profile and statistics for each market.
- Involved with all aspects of:
 - website design / e-commerce strategies
 - new product development
 - marketing/branding
 - secondary product development
 - vendor sourcing/selection
 - event planning/management

Achievements:

- Executive negotiation and communication skills have positioned RDJ as a preferred service provider resulting in securing of multi-million-dollar accounts.
- Implemented a new telecommunications technology program reducing operational costs by \$100k annually.
- Produced and spearheaded a safety and education program that increased customer loyalty by 800%.
- Increased productivity by designing and overseeing the creation of customized business software reducing administrative costs by over \$184k.
- Rebuilt sales team which included raising hiring standards; providing coaching; and outlined and implemented aggressive market development strategy which has increased employee retention.
- Have built high-level client relationships and created major sales opportunities through the development of client specific advertising programs, assisting with client's co-op advertising product/service re-branding, new audience strategies and implementing goal oriented/track able telemarketing programs.

EDUCATION

UNIVERSITY OF MEMPHIS, Memphis, TN
Associates Degree in Philosophy 5/98

Professional Certifications: A+ Certification, CompTIA