

# John D'Agate

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## Work Experience

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### **Director of Sales and Business Development**

MinxNY/Vintage Home - New York, NY

July 2019 to Present

Wholesale Wellness & Beauty, Beach and Home Décor

- Brought in by the President of the company to improve company's customer relations, presentations, and product packaging.
- Manage current accounts, which includes Off-Price, Pharmacy, Grocery, Hospitality and Convenience Stores.
- Collaborate with the product development team and designers to create product lines for Summer/Beach, Everyday Beauty, Holiday/Seasonal Apparel, Medical Essentials.
- Manage and evaluate current reps, and recruit in new reps through networking to assist with key account penetration.
- Identify and communicate new business opportunities, new products and competitive landscape in the market to the product development department.

### **Director of Sales and Business Development**

GRUPO RUZ - New York, NY

June 2016 to June 2019

Licensed Seasonal/Holiday Wholesale Consumer Products

- Responsible for key account management including: Target, CVS, Dollar General, Walmart, Big Lots, Publix, Bed Bath Beyond, Hot Topic, Spencers, Meijer, Party City, Gamestop, Aldi, Barnes & Noble, Five Below, Hobby Lobby, Rite Aid, Spirit Halloween, Family Dollar and Burlington.
- Set company sales goals and forecasts with President of the company.
- Achieved sales growth from \$3.5M to \$12.5M in the first year. Exceeded company expectation and goal by over \$4M (goal was \$8M).
- Identified new business opportunities and led the strategy to become a vendor.
- Developed and ensured best practices internally and with 3rd party rep groups.
- License partners included Disney, Warner Bros., Nickelodeon, Peeps, Rudolph, Lucas, Marvel and Peanuts.

### **National/International Sales and Business Development**

KURT S. ADLER - New York, NY

June 2012 to May 2016

Leading Importer of Christmas Wholesale Consumer Products

- Territory of Responsibility: US & International Department Stores, Gift Stores, Garden Centers and Specialty Stores. Key customers include Macys, Bloomingdales, Harrods, The Hudson Bay Group, Barnes & Noble, Saks 5th Ave, Brown Thomas, Fortnum Mason, Dillard's, and TJ Maxx.
- Achieved a sales increase of over 20% every year.

- Communicated directly with factories in China, Germany and Poland for purchasing, product development and ticketing.
- Worked closely with license partners including, but not limited to Disney, Nickelodeon, Entertainment One, Live Nation, HBO and Coca-Cola.

### **Director of Sales**

A Division of Synnex Corp - New York, NY  
July 2010 to June 2012

Multi-Billion-Dollar Distributor of Video Game Hardware, Software and Electronics Accessories

- Key accounts included, but not limited to Walmart, Amazon, Sam's Club, Costco, Best Buy, Target, GameStop, PC Richards and J&R Computer World.
- Increased Walmart revenue from \$1M to \$30M within the first year.
- Increased J&R Computer World from \$100k to \$7M within the first year.
- Promoted to Director Global Sales to lead Mastiff's sales division which resulted in revenue increase of over 200%.
- Led an internal sales team of twelve and outside sales team six.

### **National Sales Manager, Wal-Mart & Amazon Team Leader**

TAKE TWO INTERACTIVE SOFTWARE, INC - New York, NY  
February 2005 to June 2010

Multi-Billion-Dollar Developer of Interactive Entertainment Software and Video Games

- Customers included Wal-Mart, Sam's Club, Amazon, Toys R Us, Kmart, OfficeMax, Fry's Electronics, Costco, Meijer, Cokem, Dell, Scholastic, E-commerce and all Distribution for US (Baker & Taylor, Ingram) and Latin America.
- Responsible for \$150M - \$300M in company sales.
- Managed and responsible for sales forecasting per account, per sku.
- Managed two direct reports for Walmart, two direct reports for Amazon, and twelve direct reports at our distribution center.
- Worked with the analytical team to manage key accounts and customize account presentations.
- Trained new employees to the company. Training included Walmart's Retail Link, Oracle and other internal company's software systems.
- Engaged in negotiations with the distribution channels.

### **Account Manager**

Children's and Women's Apparel  
January 1998 to February 2005

- Atari (computer software)
- Garan (Children's Apparel)
- Americo (Children's and Women's Apparel)

## **Education**

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### **Bachelor of Arts**

Five Towns College - Dix Hills, NY  
1997

## Skills

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- Over 10 years of exceptional Sales and Business Development experience in the consumer products industry. Diverse product background including: Electronics (Software/Hardware/Accessories), Holiday/Seasonal, Home Décor, Apparel, Gift, Wellness/Beauty and Hospitality Medical Essentials.
- Excellent leadership skills and the ability to work cross-functionally with Product Development, Marketing and Supply Chain areas.
- Extensive experience building relationships with 3rd party representative and coordinating and managing their contribution to the company.
- Proven track record in growing sales, strategic marketing and crafting effective promotions.
- Outstanding customer relations, presentation, problem-solving and analytical skills. Microsoft Office, Oracle, Wal-Mart's Retail Link, Target's POL, Apparel Data System, Business Objects, OSA Sales Forecasting, JD Edwards, Bamboo Rose, and Winsol