

GARY COLE

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PURCHASING MANAGER - GENERAL MANAGER – SENIOR BUYER

A proven business executive who excels in driving top- and bottom-line contributions, negotiating licenses, accounts, and partnerships with leaders in entertainment, sports, fashion, amusement parks, and makeup sectors. Excels in sourcing products from international markets and negotiating optimal price points to control costs for multimillion-dollar buys. Represents companies at trade shows across North America, Asia, South America, and Europe and excels in constructing impactful and engaging marketing campaigns. Specializes in penetrating new markets and launching/growing startups.

STRENGTHS: RELATIONSHIP DEVELOPMENT – TEAM BUILDING & MANAGEMENT – ACCOUNT MANAGEMENT – CLIENT MANAGEMENT – SALES CONTRACT NEGOTIATIONS – STRATEGIC PLANNING – PROJECT MANAGEMENT – PRODUCT DEVELOPMENT – MARKET LAUNCH – SOURCING INVENTORY CONTROL – PROCESS IMPROVEMENT – STARTUP OPERATIONS – MARKETING CAMPAIGNS – COMMUNICATIONS – MS OFFICE

SELECT CAREER HIGHLIGHTS

- Established and grew multiple startup operations as an entrepreneur and C-suite executive, growing two business to exceed \$5M in annual sales while significantly expanding business for each new company.
- Launched a US-based face paints brand in dozens of new markets, focusing on sports paint, amusement parks, and e-Commerce; captured and maintained FDA approval for a product line with 5,000+ unique SKUs.
- Developed products for license agreements with teams in National Football League, National Basketball Association, National Hockey League, and Major League Baseball as well as more than 660 NCAA teams across the US.
- Headed product training for Snazaroo clients in the US and England, overseeing instruction for team members at prominent zoos, amusement parks, aquariums, and locations like the Polynesian Cultural Center in Hawaii.
- Sourced items internationally, managed trade shows in the US, Hong Kong, Canada, Mexico, Brazil, and Italy, and opened and expanded accounts with industry leaders such as Revlon, Mary Kay, Fashion Fair, and Proctor & Gamble.

PROFESSIONAL OVERVIEW

RUBY RED PAINTS, INC / SNAZAROO USA INC.

1994-Present

GENERAL MANAGER

- Manage all aspects of sourcing, manufacturing, marketing, and sales management while targeting arts and crafts stores, amusement parts, party supply stores, sports markets, seasonal products, and e-Commerce.
- Hired, onboarded, and trained all team members, training them on product knowledge and sales strategies.
- Developed strong relationships with distributors and partners to promote new product offerings and expand sales.
- Adopted new technologies, processes, and tools to continuously control costs while improving quality.

RUBY RED PAINTS, INC.

- Developed a line of FDA/cosmetic compliant face paints that expanded to more than 5,000 unique products/SKUs.
- Ensured face paint brand was paraben free and vegan while operating a 30% lower cost point than standard.
- Created a high-profit line of glitter tattoo stencils and products.
- Obtained FDA compliance and earned a top child toy safety rating.
- Designed packaging that promoted product safety to potential buyers.
- Domestic and international sourcing of ingredients, component parts, finished goods, chemicals

*PROFESSIONAL OVERVIEW CONTINUED...*SNAZAROO USA INC.

- Transformed a startup brand in the UK into a highly successful brand in the North American market.
- Introduced full face pace painting to the US market and launched new products in the US, Canada, and Mexico.
- Developed distribution markets, established five tiers of pricing, and initiated e-Commerce operations, including adding company products to the Amazon market place.
- Opened major accounts with companies such as Michaels and Hobby Lobby.
- Designed and rolled out a line of sports paint products and licensed thousands of private-label sports paint kits.
- Produced pantone matched face paints and a custom logoed team specific stencil for every team in the NFL, NBA, MLB, and NHL as well as 660+ NCAA college teams.
- Instructed how-to classes for professional face painters across the US and England; provided training for make-up artists/team members at Disney, Legoland, Shedd Aquarium, and Polynesian Cultural Center in Hawaii.

OTHER RELEVANT EXPERIENCE

SALES & MARKETING DIRECTOR – BAO SHENG

- Launched company's sales and marketing team in the US, opening a \$2.5M Procter & Gamble account and an \$1.8M Trish McEvoy account within four months. Represented operation at trade shows in the US, Hong Kong, and Italy.

SALES & MARKETING DIRECTOR / DIRECTOR OF JOINT VENTURE OPERATIONS – NATURE PRODUCT COMPANY & DISPOMED

- Managed major US accounts across the US while overseeing joint venture opportunities; coordinated activities between company-owned factories that manufactured cosmetic brushes and latex gloves.
- Sourced products for key customers, negotiated contracts, including Revlon, Mary Kay Cosmetic and BeautiControl.
- Marketed the product line, focusing on the "gift with purchase" markets with higher profit margins.
- Led startup of a disposable medical supply company targeting hospitals, medical centers, and dentists; built business to exceed \$4M in annual sales in four years.

VP OF SALES & MARKETING – WORMSER CORPORATION

- Launched tradeshow marketing campaigns and developed a distribution sales strategy targeting salons.
- Opened and expanded accounts with BeautiControl, Fashion Fair, and Mary Kay Cosmetics.
- Doubled corporate profits by developing a full-line of high-profit salon and bath care products.

BUYER – MARY KAY COSMETICS

- Controlled costs while negotiating several multimillion-dollar purchase orders totaling more than \$75M per year.
- Initiated a program to provide report cards for all suppliers, significantly improving vendor relations and compliance.
- Trained and managed new buyers, trained all buyers on annual budgeting and cost control processes.
- Negotiated purchase orders for cosmetic chemicals, injection molded plastics, blow molded parts, glass, metal parts, cosmetic brushes & pencils, and gift with purchase at favorable price points; resolved quality and compliance issues on multimillion-dollar purchase orders.
- Developed a process for cost containment, expanded greatly dual sourcing and vendor management . Good understanding of MRP, ERP & EDI.