



Achievements

- ◆ Established RealTree 12V ride-on vehicles from Best Ride On Cars in Farm Channel, with significant growth the second year, including a RealTree 12V UTV for Mid-States exclusive distribution. \$1,000,000+ (2019-2020)
- ◆ Helped introduce Coaster Dynamix unique plastic brick construction roller coasters to mass market, Amazon, and online retailers, with continued growth and success in subsequent years. (2018-2020)
- ◆ Developed, coordinated, and secured a \$1.5 million retail promotion of Tech4Kids licensed Mash'ems/Mash'ems half pallets at Meijer, with successful sell through. (Q4 2017)
- ◆ Quadrupled Tech4Kids business at Meijer in first full year of representation and grew to over \$1,000,000 cost sales in second year. Consistently attained key company incentives each year including Gemmies Activities and Toy Pallet program for December. (2014-2017)
- ◆ Successful first year distribution of VR RealFeel Virtual Reality product at TSC-Canada and multiple US Midwest Regional chains and accounts. (2017)
- ◆ Secured a five-SKU WWE-licensed R/C, Vehicle, and Die-cast program at Kmart. (Fall 2014)
- ◆ Added four new vendor programs to Seventh Avenue/OSA Brands, including NKOK, Inc, Explore Scientific, GeoWorld USA, and Worx Toys. (Q4 2014)
- ◆ Implemented a 2-foot Breyer Horses section at Meijer with excellent placement in the center of Girls Small Dolls aisle. (2013)
- ◆ Implemented a new exclusive Breyer Horses five-SKU program to Walmart. (2012)
- ◆ Developed and created an exclusive 150 pc. tub set from CitiBlocs for ToysRUs Fall program. (2012)
- ◆ Served as contract National Sales Manager for Citiblocs; Managed 8 rep groups, 40+ reps, developed sales programs, consulted on all sales issues, published monthly newsletter. Responsibility included sales tracking, hiring groups and making changes where needed. (2010 – 2014)
- ◆ Added a full Halo R/C program to Kmart and Meijer, resulting in continued annual growth in the R/C program with new additions each year. (2010 – 2012)
- ◆ Added two new Singer Sewing and Knitting Machine SKU's to Kmart. (Fall 2009)
- ◆ Secured new games listing for Zobmondo!! Entertainment at Kmart (Fall 2008) and ShopKo (Fall 2009); expanded Meijer Zobmondo!! listing to include full line of games (2009).
- ◆ Implemented a \$1,000,000 Playhut program in Kmart Sporting Goods. (Fall 2007).
- ◆ Implemented a new \$1,000,000+ eight-item Breyer Horses program at Kmart and Sears stores including key ad placement. (Q4 2006)
- ◆ Increased sales for Playhut in Midwest Territory from \$1,500,000 to \$2,500,000 in first year of representation, then to 3,000,000 and \$3,700,000 in second and third years. Reestablished business at Kmart, Meijer, and Aldi. (2005-2007)
- ◆ Quadrupled puzzle and game business with Warren Industries at Meijer; established Warren Industries as Puzzle Category Captain at Meijer despite strong Hasbro dominance and influence. (2001 – 2005)
- ◆ Developed and secured full distribution at ToysRUs for an exclusive vinyl playball program for Mondo United, including 10,000 action aisle displays totaling \$1,000,000. (2003)