



Stephen Abdo - Background

1999 – Present

A/C/A Associates, Inc., Kalamazoo, MI
Manufacturers' Representative

Current Manufacturers:

NKOK, Inc., Explore Scientific, Drybranch/Sport Design, Guillow's, Toymith, Banzai, Toy Box, Genesis, CDX Blocks, Strictly Briks, Best Ride-On Cars, Ponyland, VR Entertainment

1998 – 1999

Infant Advantage, Inc., San Ramon, CA
Infant products company

Vice President Sales

- ◆ Marketed product to upscale independent baby specialty retailers and medical community
- ◆ Recruited, hired, trained, developed and structured company-employed field sales force, beginning with three sales executives and growing to sixteen

1994 – 1998

Hedstrom Corporation/ERO Industries, Inc., Mt. Prospect, IL
Toy, juvenile, activity, sporting goods & BTS/Stationery products company

Vice President National Accounts

- ◆ Managed \$100 million quota for eastern US, in all mass market channels including Toys R Us and Kmart
- ◆ Developed special products programs for retailers and consistently listed new products

1980 – 1994

Western Publishing Company, Inc., Racine, WI
Largest manufacturer of children's books, known as Golden Books, in US;
Leading game and puzzle manufacturer

- ◆ Director National Accounts 1991 – 1994
- ◆ Great Lakes Regional Manager 1991
- ◆ Senior National Account Executive 1986 – 1990
- ◆ Regional Sales Executive – Northeast 1985 – 1986
- ◆ Territory Sales Manager – Northeast 1980 – 1984