

# TODD SCOTT

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## VP of Sales and Marketing

**Account Management / Analysis / B2B / Business Development / Budgets / Strategic Planning / Change Agent  
Conflict Resolution / C-Level Relationship Management / Cost Reduction / Cross Functional Team Building  
CRM / Employee & Vendor Relations / Marketing Support / Process Improvement / Product Development**

Results-driven and versatile sales leader who blends business strategy with technical expertise to deliver customized solutions that exceed demanding customer expectations. Delivers organizational value by consistently meeting or exceeding sales revenue goals and leveraging leadership experience to build a strong sales culture. Exceptionally adept at analyzing needs and leveraging opportunities and resources that quickly drive procedural efficiencies. Can immediately contribute by:

- **Identifying target markets that will accelerate revenue**
- **Delivering new products, solutions, and projects on time and on budget**
- **Negotiating favorable contracts with vendors and suppliers**
- **Improving customer satisfaction and loyalty through building customer relationships**
- **Recruiting and developing high-performance sales teams**
- **Communicating to all levels and functions of clients and employees clearly and efficiently**

**Education:** BS – Public Relations and Marketing, University of Central Missouri. **Awards:** District Manager of the Year by Rand McNally, recognizing sales increase of 23%; Vendor of the Year by Party America for 12% sales increase YOY; Store Manager of the Year by Hallmark Cards, acknowledging largest percentage sales increase and contributions in launching additional store openings.

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## CAREER HISTORY AND HIGHLIGHTS

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### EVP, Sales and Marketing

Cake Craft USA, CA  
2016 to 2018

Responsible for leading sales and marketing efforts for domestic and international markets, managing all national accounts and broker groups across multiple channels. Developed content for social media and digital commerce outlets. Collaborated on product development and package design. Managed forecasts, production schedules, and distribution center. Company was a startup and undercapitalized.

- **Grew US market sales 80%.** With a strong international presence already, challenged to gain distribution in the US market. Established key relationships with several Fortune 500 retailers, leveraged digital marketing presence, and attended trade shows. US sales increased from \$1.5M to \$12M.
- **Introduced new and extended product lines.** Limited product offerings made it difficult to compete with other suppliers. Collaborated with product development to produce several new food line extensions. Tripled product line categories which substantially boosted sales.

**VP of Sales**

Wilton Brands, Inc., IL  
2012 to 2016

**Director, New Business Development, 2010 to 2012****Sr. National Accounts Manager, 2004 to 2009**

Led staff of 10 directors, national account managers, marketing specialists, business analysts, and sales assistants. Collaborated with all levels of the organization on sales, product development, marketing, finance, education, fulfillment, transportation, compliance, and e-commerce. Drove large scale interdepartmental projects to reinvent businesses within Michaels. Held budget of \$140M. Senior management RIF to meet private equity firm goals.

- **Revolutionized in-store experience, boosted sales 18%.** Sales of the Martha Stewart retail line had declined over 30% in two years. Worked with cross-functional teams within Michael's stores, to redesign the space, enhance product assortment, and improve merchandising. Sales jumped immediately.
- **Built high-performance team.** Wilton acquired several craft companies from large competitor. Tasked with integrating two groups into one cohesive sales team. Assessed teams, restructured responsibilities, and established expectations. Developed and coached staff, reducing costs 15% in nine months.
- **Cut losses, improved sales 28%.** In-store education classes were declining by 25% and associated product sales also suffered. Selected to work with Boston Consulting Group to analyze, plan and implement changes to educational and product offerings. Reduced losses in attendance by half and boosted sales.
- **Established merchandising standard.** JoAnn's, a top Wilton account, had poorly designed store space with over 2,000 SKUs. Partnered with client merchant teams to analyze and create enlarged and inspirational structure. Sales increased 12% overall to \$45M and system served as a model for rollouts to other retailers.
- **Solved employee conflict, saved \$36K.** Inherited a manager and sales assistant with strong personality differences that led to workplace issues for both. Held performance coaching sessions and assigned joint projects. Relationship improved and both stayed with company, avoiding excessive replacement costs.
- **Negotiated new product placement worth \$2M.** Proposed new endcap solution with higher sales potential for client who was reluctant to try new ideas. Assured customer the environmentally friendly product would be a hit. New product was so successful, it eventually became a permanent product in store aisles.
- **Launched Martha Stewart (MSLO) product line, generated \$15M.** Charged with developing MSLO products under a new agreement with Macy's, a significant client. Collaborated with all stakeholder teams to develop products for cake decorating, baking, housewares and seasonal. Launched on time and under budget.

## **Manager of National Accounts**

Frances Meyer, Inc., GA  
2002 to 2003

Managed all aspects of national account sales, including external brokers and distribution groups. Increased sales 23% year over year. Analyzed key organizational metrics and prepared reports for CEO, initiated product and packaging changes, and planned transportation logistics. All positions eliminated after company buy-out.

- **Sold off excess inventory, secured \$1M profit.** Challenged by CEO to sell off \$2.5M in surplus merchandise. Created and packaged sales collateral and product samples; marketed to multiple buyers. Sold inventory to Tuesday Morning, earning a profit despite managing challenging transportation logistics.

## **District Sales Manager**

Rand McNally, TX  
1999 to 2002

Responsible for direct store delivery salesforce of ten, covering eight states. Routed sales territories, executed corporate strategies, conducted district sales meetings and developed local marketing programs. Collaborated with cross-functional teams to develop new standard operating procedures. Conducted training of new and existing sales staff. Recruited by Frances Meyer.

- **Grew sales district by 22%.** District sales managers faced with aggressive new accounts goal for the year. Developed quarterly stretch goals with a small incentive payout. Team exceeded annual goal, leading the country in that category. Efforts contributed to substantial growth in our district.

**Previous Work History:** Territory Sales Manager, Customer Support Representative, and Parties Galore Store Manager for Hallmark Cards.

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### **ADDITIONAL INFORMATION**

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#### **Community**

Treasurer, Saybrook Bath and Racquet Club  
Volunteer, Saybrook Garden Club  
Founder and Leader, Y Guides Father-Daughter Club  
Volunteer, Beebee Watchdog Program

#### **Hobbies**

Cooking, Gardening, Landscaping, Traveling, Golfing, Rock Climbing, and Renovating Homes.