

TODD SCOTT

Thousand Oaks, CA (310) 598-9987 t.a.scott4@gmail.com
<https://www.linkedin.com/in/toddandrewscott/>

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.

SELECTED ACCOMPLISHMENTS

Grew US market sales 80%. With a strong international presence already, challenged to gain US market. Established key relationships with several Fortune 500 retailers and increased sales from \$1.5M to \$12M.

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 to improve merchandising. Sales jumped immediately.

Cut losses, improved sales 28%. In-store education classes were declining by 25%. Partnered with Boston Consulting Group to analyze, plan and implement successful changes to our educational and product offerings.

Established merchandising standard. JoAnn's had poorly designed store space with over 2000 SKUs. Analyzed and created new solution. Sales grew 12% overall to \$45M and system served as a model for rollouts to other retailers.

Launched product line, generated \$15M. Charged with developing MSLO products under a new agreement with client, Macy's. Collaborated with stakeholders to develop multiple products. Launched on time and under budget.

CAREER EXPERIENCE

EVP, Sales & Marketing, Cake Craft USA (Startup), 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.

VP, Sales, Wilton Brands, 2012 to 2016. Collaborated with all levels on sales, product development, marketing, finance, education, fulfillment, compliance, and e-commerce. Managed 10, held budget of \$140M.

Other positions at Wilton: Director, New Business Development, 2010 to 2012; **Sr. National Accounts Manager,** 2004 to 2009.

Manager, National Accounts, Frances Meyer, 2002 to 2003. Managed all aspects of national account sales, including external brokers and distribution groups. Increased sales 23% year over year.

District Sales Manager, Rand McNally, 1999 to 2002. Responsible for DSD salesforce of ten in eight states. Routed sales territories, executed corporate strategies, trained staff, held sales meetings and created marketing programs.

Earlier experience: Territory Sales Manager, Customer Support Representative, and Parties Galore Store Manager for Hallmark Cards.