

Chris Kemp
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SUMMARY

Sales Manager with a track record of effectively leading sales teams, delivering share increases, initiating successful new programs, training and developing highly motivated, results-driven sales staff.

Major strengths in organization, planning, performance management, selling, and team building.

Innovative, well organized and proactive. Strong planning and communications skills.

PROFESSIONAL EXPERIENCE

ACME MORITZ USA

1993-Present

Unit Manger, Sales and Marketing • Chicago, Illinois (2000-Present)

Directed sales, marketing, and merchandising activities in \$26 million business unit. Managed \$650,000 merchandising budget, In addition to training, developing, and supervising sales team, personally managed key accounts including XYZ, ABC Distributors and ACME Vending.

Achievements

- Increased Acme Moritz share of market to 42% (7% increase).
- Designed and implemented programs in target market areas (inner city Chicago).
- Coordinated the signing of merchandising contracts in strategic retail outlets representing 76% of unit's volume.

Division Manager, Sales and Marketing • Chicago, Illinois (1997-2000)

Managed \$12.5 million sales division; oversaw \$450,000 in merchandising dollars; trained, developed, and supervised sales team.

Achievements

- Increased Acme Moritz share of market to 34% (10% increase).
- Developed special programs in select market to increase targeted brand sales. Success of these programs led to adoption by national marketing team form company-wide use.
- Upgraded the sales staff, replacing 50% of sales team with more qualified candidates.

Assistant Division Manager • Nashville, Tennessee (1995-1997)

Trained and developed 8 sales representatives in effective salesmanship. Directed, guided and counseled subordinates to ensure sales and merchandising objectives were achieved.

Achievements

- Recruited 5 new sales reps. Participated in the interview and selection process. Conducted initial field training for each new recruit.

Sales Representative • Nashville, Tennessee (1993-1995)

Achievements

- Increased market share 21% (5share points) in assigned area.
- Increased by 15 the number of new accounts signed to Acme Moritz merchandising contracts.

EDUCATION

UNIVERSITY OF TENNESSEE --- BS in Business Administration,

PROFESSIONAL AFFILIATIONS

Chicago alumni Chapter Kappa Alpha Psi Fraternity, Inc
Urban League of Greater Chicago
Boy Scouts of America