

Employee	Title	Job Description	Professional Experience
Aimee Caudle	Owner & National Sales	<ul style="list-style-type: none"> <li>•Responsible for leading the development and execution of the Company's short and long term strategies with a goal to creating long lasting and profitable Client/Retail partnerships.</li> <li>•Ultimately responsible for all day-to-day management decisions and implementing the Company's long and short term plans.</li> <li>•Ensure the Company is appropriately organized and staffed to reach the approved strategy.</li> <li>•Business development and grow existing Clients and Retailers.</li> <li>•Create and develop sales and marketing plans for products and services sold to retail buyers</li> <li>•Review and analyze sales tracking reports and identify opportunities to grow sales and spot trends.</li> <li>•Sales forecasting</li> <li>•Prospect new national account buyers to grow business with existing lines</li> <li>•Review and analyze pricing models to ensure mutual profitability for our clients and retail trade partners.</li> <li>•Propose and implement promotional plans and scheduling with retail trade partners</li> <li>•Support clients with logistics solutions</li> <li>•Create and review competitive comparisons to understand marketplace and create client's strategic plans for staying competitive.</li> <li>•Overall creation and management of Retail and Client National Sales Programs as it relates to sales, marketing, customer satisfaction and profitability.</li> </ul>	<p>2008 – Present: Global Launch Partnered with 5 clients in the following categories: Pool &amp; Spa, Home Improvement, Outdoor Furniture and Massage Chairs. Any category is considered if mutual fit determined. Historically average 300% growth in sales for client's with existing retail programs and successfully secure new retail programs. Manage multi-million dollar programs for all National Retailers 2000-2008: Jacuzzi/Sundance Spas ~National Sales Trainer for Dealer Network (2000-2001) ~National Sales Manager for all Mass Merchants (2001-2008) *Grew Mass Merchant Channel from \$0 - over \$20M+/annually. Before closing channel forecasted \$30M *Successfully launched First Hot Tub Product on Costco.com (Created the category with Costco.com) *Successfully launched First Roto-Molded Hot Tub on Costco.com 1996-1999 GE Appliances ~National Sales Trainer for all Mass Merchant Accounts (1996-1997) ~Area Sales Manager/Contractor Side managing in excess of \$8M in revenue in one of the fastest growing FL regions (1998-1999)</p> <p>1993-1996: MCI/LDDS ~Telecommunications Sales *Presidents Club and top 10% consecutively (1993-1995)</p>