

Employee	Title	Job Description	Professional Experience
Ron Overstreet	National Sales Manager	<p>Manage existing clients and development of new accounts:</p> <ul style="list-style-type: none"> •Create and develop marketing plans for products and services to sell to buyers •Manage and analyze sales tracking reports to identify opportunities to grow sales and spot trends •Sales forecasting •Review and update product content for retail program marketing •Prospect for new clients •Prospect new national account buyers to grow business with existing lines •Develop and manage pricing models to ensure mutual profitability for our clients and retail trade partners •Information Management and IT Support •Training clients on how to manage their retailer portal interfaces •Develop and implement promotional plans and scheduling with retail trade partners •Support clients with logistics solutions 	<p>2008 - Present: Global Launch ~National Accounts Sales Manager - Manage multi-million dollar retail programs for variety of clients. - Historically average 300% growth increases for clients from partnership commencing Long Term relationships. *2007-2008: LA Spas SE ~Region Sales Manager *Grew Sales 86% to over \$1.5M in down market, Developed and Delivered training for new and existing Accounts. Managed account pricing based on volume and market factors. ~2004-2006: BSH Home Appliance SE Regional Sales Manager *Manage 9 Direct reports with a sales budget of \$42M. Developed sales programs to grow sales in the dealer channel. Launched 6 new product lines. Transitioned the SE region for a 2 Distributor's to Manufacturer direct distribution. ~2001-2003: Apex Supply Appliance Sales and Operations Manager *Managed 9 direct reports growing appliance sales by 50% to over \$4M, Setup new Delivery and added installation logistics saving over \$55K a year in distribution cost and improved services. ~1986-2001: GE Appliances National Accounts Refrigeration Sales Manager *Developed and implemented sales and marketing strategies. Grew Sears outlet share by 2% and industry share by .4% by making GE branded product the number 1 non-Kenmore Branded product line. Market analysis and development in the retail and builder channel, National Refrigeration training and SE Regional Training</p>