

Kevin Sephton

615-790-0205 home
615-578-0381 mobile

1031 Meandering Way, Franklin TN 37067 kevin.sephton@gmail.com

Summary

Veteran promotional product professional with over 20 years expertise in building and increasing customer sales and accounts. Specific skills and strengths include;

- Sales strategy development and customer service enhancement..
- Ability to develop, teach and implement new marketing ideas and tactics.
- Tradeshow marketing initiation and development, work with teams to increase tradeshow's overall success and use new media to communicate and expound business, sales programs and lead specific data collection.
- Ability to develop and implement targeted programs for pricing, incentives, promotions, advertising and safety that help promote the organization's solutions and ideas. Sales staff training, coaching and mentoring program development.
- Trade show and educational seminars design, development and management.
- Ability to conceive, organize and manage fund raising programs for charities and other organizations.
- Ability to speak effectively in front of groups of all sizes.

Accomplishments

- ASI Spirit Award winner for Supplier Rep of the year 1999
- Bic Graphic Zone Manager of the year 1992
- PPAMS (Promotional Product Association Mid South)
President 2001, Vice President 2000, Board of Directors 1987 thru 2006

Professional Experience

Imagen Brands 2016- present
Regional Key Account Mgr.

Working Key accounts with in the region of Tennessee and Mississippi. Presenting both Crown and Vitronic products. Develop new programs and business. Work with each individual rep and help increase both the distributor's sales and Imagen Brands sales.

Vitronic Promotional Group 2010-2015
Regional Sale Manager

Regional territory manager covering Florida and Georgia, Tennessee, North & South Carolina territories. Responsible for developing distributors to sell Vitronic's product line, develop new business and help develop programs for customers advertising and marketing departments. Developing promotional strategies to enhance customer's recognition and sales through Vitronic's product line. Increased sales to 12 % vs. 2010. First time in 6 years.

Tati and Company 2008-2010
Regional Sales Manager

Tati and Company is a full service custom importer of specialty items importing from 15 countries and utilizing over 12,000 vendors. Responsible for entire sales process from needs assessment, order placement, factory communication, through to delivery and customer feedback. Product line included promotional products ranging from apparel, electronics, TV's, computers and MP5 players.

Corvest SPV LLC 2005-2008
Regional Manager

Managed sales in five state territory; Arkansas, Mississippi, Alabama, Kentucky and Tennessee, with a \$3.2 million forecast.

- Responsible for developing distributors to sell the product line, develop new business and help establish programs for their customers' advertising and marketing departments.
- Developed a network of over 500 distributors to meet customer needs
- Participated in three to four national shows and four regional shows on an annual basis.
- Travel requirements were 75 – 100% throughout the territory on a monthly basis.
- Product lines included Toppers, Advalite & It's All Greek To Me

Key Account Manager, Advalite Division

Responsible for key accounts located in the Southeastern states.

- Analyzed and increased product inclusion in catalog and corporate advertising programs within each account.
- Worked closely with company executives and sales staffs to identify new business opportunities and routinely participated in the sales process.
- Developed and executed sales and promotional programs and advertising solutions resulting in increased sales, exposure and product placement.

Lanco Corporation 2002-2005

Regional Key Account Manager

Responsible for multi state territory, covering the southeast United States.

Sun Coast Merchandise Corporation 2001-2002

Regional Key Account Manager

Responsible for developing new orders throughout the southeastern United States.

X J D Corporation 2001-2001

National Sales Manager

Responsible for increasing visibility and developing new business of imprinted mouse pad and computer accessories. Responsible for the hiring and training of the sales staff and rep. groups throughout the country. Covered all 50 states.

Bic Pen Corporation 1987-2001

Zone Manager/ Assistant Zone Manager

Responsible for sales and promotions of imprinted Bic writing instruments, Sheaffer writing instruments and Eveready flashlights, through 900 distributors in North Carolina, Tennessee and Mississippi, South Carolina, Kentucky and Virginia.

Education

Florida State University, 1982 Bachelor of Science; Political Science Major, History Minor

Professional Affiliations

GCPPA	Gold Coast Promotional Products Association
PPAF	Promotional Products Association of Florida
GAPPP	Georgia Association of Promotional Products Professionals