|  |  |
| --- | --- |
| **Nick Lombardi** | njlgolfer@gmail.comlinkedin.com/in/nick-lombardi-b341135/Foxboro, Ma• 774-571-8457 |

Summary

**Sales Manager**

Experienced Sales Manager with over 20 years’ experience delivering client focused solutions in diverse sales environments as both a leader of sales teams and as an individual contributor. Strong communication skills combined with the ability to build robust relationships and effectively manage competing demands resulting in achievement of challenging goals.

**Areas of Expertise**

|  |  |  |
| --- | --- | --- |
| * B2B Sales Operations
* Team Development & Training
* Product & Channel Development
 | * Account Management
* Marketing Plans & Assessment
* Promotional Campaigns
 | * Client Relationship Building
* Revenue & Sales Generation
* CRM
 |

|  |  |  |
| --- | --- | --- |
|  | **Accomplishments** |  |
|  |  |

* Built startup sales team (Rocketbook-ASI) from 1 inside rep to 8 field reps.
* Increased revenue by over 150%, (Rocketbook-ASI) year over year, through insightful business plans and management.
* Increased operational excellence across Quill Pen Company (ASI) for territory of luxury writing instruments to promotional products distributors worth more than $7M.
* Designed Reward & Recognition programs (TharpeRobbins)) resulting in increased revenue increase from strategic accounts.

|  |  |  |
| --- | --- | --- |
|  | **Career Experience** |  |
|  |  |

**Promotional Products Consultant**, Boston, Ma **2021-present**

* Consultant to Suppliers and Distributors in the Promotional Products industry.
* Create sales strategies and marketing plans to drive growth and brand awareness.
* Assisted in creating sales policies and customer service procedures.

**Director of Sales**, Rocketbook, Boston, Ma **2018 – 2020**

Grew overall sales of a Boston based startup while streamlining promotional products distributor channel. Devised best plans and practice to hire, train, and manage manufacturer's rep companies. Enhanced personal capabilities of sales reps along with a remote customer service team. Increased account base through in person meetings, webinars, and trade shows.

* Increased revenue in two years by 159% through insightful business plans and management.
* Maximized sales team from one person to a team of eight to improve work efficiency and demand of rapid growth.

**Sales Director**, Kangogift.com, Cambridge, Ma **2014 – 2018**

Devised innovative approaches for the employee engagement platform within sales department. Recognized and designed target accounts to support outbound marketing program. Led the onboarding procedures for clients on recognition platform.Involved in coordination of RFP process while liaising with business stakeholders.

* Developed a sales pipeline structure for Kangogift to increase customer service and excellence.
* Produced and executed digital marketing collateral by assessing latest trends.

**Strategic Account Manager**, TharpeRobbins Company, Attleboro, Ma **2013 – 2014**

Provided account management with introduction and implementation of the Employee Engagement and Recognition platforms. Engaged with various departments to ensure implementation process within timeframe. Carried out detailed assessment of monthly metrics for process efficiency. Identified business opportunities and executed new solutions to increase revenue within organization.

* Increased incremental revenue from diverse client base with an average of 60%.

**Director of Sales,** Marketsmart Promotions, Franklin, MA **2008 – 2013**

Provided distribution plans of branded items and apparel to the SMB market. Consulted with business professional on overall marketing trends and strategies. Designed and implemented client’s incentive and recognition programs. Hired and trained four sales reps through leadership skills.

* Increased overall sales by an average of 50% year over year over my tenure.
* Implemented Reward & Recognition programs for clients.

|  |  |  |
| --- | --- | --- |
|  | **Education** |  |
|  |  |

**Bachelor of Science in Marketing**

Rowan University – Glassboro, NJ