

Kenneth Morrison

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Objective

A career position to utilize my sales and marketing experience with an opportunity to develop and implement market growth strategies.

Summary

Proficient in the development of strategic initiatives for key customer accounts. Insightful perspective on fulfillment of customer needs, through the development of proactive sales initiatives that achieve goals, and maximize revenue. Skill to manage product lines, determine and document account requirements, develop forecasts, product pricing, and launch new products to the marketplace. Executive level presentation skills, delivering a value-driven message catered to customer needs. Ability to develop sales opportunities, conduct product training, manage dealer assistance programs, and direct brand management.

Professional Experience

National Sales Manager *Alexander, St. Louis, MO* 2013 to Present

- Manage major accounts optimizing sales by designing programs to fit their strategies.
- Increased sales within assigned key accounts 13%, with total organizational sales down 8%.
- Determine rebate programs and the effect it has on sales and margin for that particular account.
- Execute trade events and presentations for key account sales people and their customers.
- Create marketing material and exclusive offers for each key account.
- Work with sales people to manage product selection that best fit the needs of their customers.
- Build relationships with top sales people within a particular organization to leverage sales.

Regional Sales Manager *Quick Point, Inc., Fenton, MO* 2010 to 2013

- Reporting to the President, responsible for key accounts throughout the United States.
- Review and negotiate annual agreements with our top customers.
- Plan and implement tradeshows on both a national and regional level.
- Develop programs and special pricing with assigned key accounts.
- Design and assign select products to be used in marketing brochures.
- Work with marketing team in catalog product selection and creation.

Regional Account Manager *Norwood Promotional Products, St. Louis, MO* 2005 to 2009

- Responsible for a multi-state territory, achieving a 38% annual revenue growth of \$14 million.
- Organized and facilitated product demonstrations for Distributors to prepare them for selling through various channels.
- Provided distributors with knowledge to position them as product experts.
- Coordinated Table-top product presentations with Regional Account Managers.
- Educated Distributor sales team on how to manage product placement and product selection to best fit their client's needs.

Southeastern Sales Manager *Quick Point, Inc.*, Fenton, MO

2002 to 2005

- Reported to National Sales Manager, responsible for a territory of \$2.5 million in sales annually.
- Increased revenue of a 15 state territory from 1.2 million to 2.5 million.
- Received sales person of the year award for 2003.
- Organized meetings with distributors, and key accounts to create product development.
- Conducted training seminars including product distribution, pricing, and sales ideas by industry.
- Exhibited and proposed trade show display material nationally and regionally.
- Developed key account programs including pricing, and product selection.

Director of Operations/National Sales Manager *klio eterna, Inc.*, Fenton, MO

1995 to 2002

- Worked with my sales team to achieve 25 percent growth in a three-year period from 1998 to 2001.
- Company was in the top 20% of the promotional products industry within in a two-year period of starting operation in the United States.
- Developed new product strategy that tracked sales and gross margin performance.
- Received Promotional Products Association International award for best catalog in 2000.
- Managed sales and gross margin goals for existing products annually.
- Supervised 13 account representatives across the United States.
- Created rebate programs, sampling guidelines, and sales presentations.
- Implemented sales promotions, catalog design, order entry systems and inventory procedures.

Education

- Northeastern Illinois University, Chicago
- Bachelor of Science
- **Major:** Marketing **Minor:** Business Management

Honors

- Vice President of **Northeastern Illinois University Marketing Club.**
- Outstanding Leadership Award from **Northeastern Illinois University School of Business**
- Member of the **Advertising Specialty Institute** Multi-Million Dollar Roundtable 2000
- Sales Recognition Award for 2ND largest sales percentage increase from **Norwood Promotional Products** 2007