

SUSAN E. MAYRANT

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HIGHLY EXPERIENCED PROFESSIONAL AND PROVEN PERFORMER IN SALES, BUSINESS DEVELOPMENT, PROJECT MANAGEMENT AND CLIENT RELATIONS.

EMPLOYMENT

October 2017 to June 2018

Igloo, Katy, TX and Cool Gear, MA

Premium Business Manager

- National responsibility for evaluating the premium business market including writing and executing a new channel strategy. Working to define product collections including pricing and decoration programs.
- Direct sales responsibility with Fortune 500 accounts, commercial accounts, supplier/decorator accounts (including .com support) and resort business.

November 2015-August 2017

SwervePoint LLC-Winter Haven, FL

Director, Business Development

- Recruited to come back after buyout of a SwervePoint partner.
- Successfully completed multiple RFI's and RFP's as a result of intense prospecting with the largest client award in 2017 of a 3 year, \$5 million dollar per year program.
- Participated in global alliance meetings and international client capability presentations.
- With the announcement of the July 2017 BDA acquisition, workforce reduction eliminated my position on August 21, 2017.

October 2013- October 2015

Partners for Incentives

Vice President Business Development

- Responsible for marketing and selling PFI programs to the national promotional products distributor base of companies. Programs include: Service Award, Safety, Sales Incentive, Customer Loyalty, Employee Recognition, etc.
- Attended and supported industry tradeshows as well as other hosted buyer events including WBENC and NMSDC events
- Market to end users in an effort to refer business to distributors
- Attend end user shows and participate in distributor end user sales calls both in person and via WebEx

2011-September 2013

SwervePoint LLC- Winter Haven, FL

Senior Account Executive and National Business Development Director

- Successfully started the SE Regional sales territory by way of opening accounts with some of the largest corporations in the region: Tech Data, Raymond James, JM Family/ SE Toyota, Tupperware, Zero Chaos, Verizon, Tropical Smoothie, & CNN Latino.
- Successfully identified and participated in multiple RFI's and RFP's for Fortune 500 companies as the National Business Development Director.

- Co-Managed the launch of the Western US Regional office via business development supporting outside sales and the corporate merchandising team.

2010-2011

Mayrant LLC- Winter Haven FL

Independent Manufacturer's Representative- SE USA

- Represented apparel companies Fairway & Greene, Zero Restriction, EP Pro and Barrington Gifts
- Sold and serviced corporations, distributors, PGA Tour events, resorts, college retail and team customers.

1998 - 2010

Wathne Ltd. - New York, NY

Senior Sales Director

- Developed and co-managed all aspects of retail product collections from trend boards to private label production for Vera Bradley Designs, Vineyard Vines, Amberhill and Trina Turk. Product range included cut and sew private label bags and accessories including umbrellas, watches and special fabrication collections (silk, leather, wool blend, canvas, PVC, & PU).
- Built client base from \$0 dollars in 1998, to \$23 million CMT, FOB HK, the equivalent of \$110 million at retail.
- Worked to support product design and development with the support of in-house and free lance designers. Overall senior account responsibility for all client communication as it related to the production calendar, design costs, product development / costing, sourcing, lab test standards, field testing, photo samples and mass production execution.
- Individual import orders ranged from two hundred pieces to one million pieces with retail values up to \$12,000,000 per purchase order.
- Planned and directed five separate client VIP tours of Asia offices and factories during my 12 years.

1990 - 1998

Osterman API / Boise Marketing Services - OH, NJ

Senior Sales Manager Northeast Region

- Directed the development of client promotional product catalogs and special event merchandise.
- Responsible for all aspects of client programs including theme development, product selection, costing, vendor relations, catalog design and production.
- Programs included multiple license programs with the United States Olympic Committee and World Cup Soccer. Primary clients included Merrill Lynch, Lucent Technologies, Hertz and Brown-Forman.

1988 - 1990

Parker Pen USA - Chicago, IL

Regional Sales Manager - Corporate Markets

- Directed marketing and sales to promotional product distributors in Illinois, Michigan, Indiana and Missouri. Product presentations to distributor sales teams and key corporate accounts.
- Responsible for product presentations and client meetings at national and regional trade shows.

1981 BGSU Graduate: Bachelor of Arts Fashion Merchandising