

Dan Livengood, CAS, BASI, ATM-S / ALS
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Sales Management Executive
Promotional Advertising Sales and Sales Management

PROFESSIONAL SUMMARY

Dynamic 20-year career, demonstrating high-energy creativity, successful sales and marketing in full-service agency and promotional products industries. Demonstrates an up-to-date and refreshing approach when helping drive new business through key accounts and strategic partnerships.

- Outstanding track record in sales and marketing management, using solution-selling model
- Helped develop and implemented several award-winning national advertising campaigns
- Strong background in brand development and marketing communications
- Expert in business development and market trends
- Solid, reputable vendor and industry relations
- Participates and supports professional development and industry education through industry associations

PERSONAL ATTRIBUTES PROFILE

- Experience in presenting and co-presenting to groups and audiences of all sizes (longtime, award-winning member of Toastmasters International)
- Outstanding success in building and maintaining relationships with key decision-makers
- Articulate and creative, offering innovative and practical solutions
- Effective leadership, planning and organizational skills
- A passionate team player, bringing vital energy to group and organizational efforts

PROFESSIONAL EXPERIENCE

2020 BRAND SOLUTIONS (A Mille Lacs Corporate Ventures Company) 2017 – Present
South St. Paul, MN

VP Sales and Marketing

Collaborate with the sales, marketing and creative teams to stimulate business growth through strategic planning, development and execution of national and international promotional advertising campaigns. Cultivate relationships and enhance business development through key accounts and strategic partnerships. Provide sales education, mentoring and professional growth to entire sales force and customer service teams. Help create and manage budgets as well as conduct data analysis for better strategic planning. Manage vendor and industry relations, including negotiating terms and rebates.

Key Achievements:

- 2019 PPAI Silver Pyramid Award, Consumer Products Category - Helped create MTS Testline Promotional Campaign that produced a multimillion-dollar sales pipeline
- Increased sales by 30% in 2018
- Helped streamline Salesforce, Customer Service and General Operations for added efficiencies

BUSINESS IMPACT GROUP Chanhassen, MN

2015 – 2017

Senior National Account Executive, Brand Management Division

Responsible for initiating strategic individual and collaborative sales to retain and grow corporate accounts through solution sales consultation, while increasing customer satisfaction. Work with sales and marketing teams to proactively plan, create and execute promotional campaigns and programs for clients and prospective clients, nationally.

Cultivate relationships and enhance business development through key accounts and strategic partnerships. Ensure PPAI Safety certification in all transactions.

Key Achievements:

- 2016 PPAI Golden Pyramid Award, Not-for-Profit Category - Helped create “Rockin’ Round the Grounds” campaign for the Iowa State Fair’s Blue Ribbon Foundation Kickoff
- More than doubled sales after first year of employment
- Helped fellow colleagues succeed in several business development and campaign strategies

ST. CROIX PROMOTIONS & RETAIL, INC. (company sold) Bloomington, MN 2014 – 2015

Vice President, Promotions

Responsible to develop an overall vision and implement strategies for the financial growth and success of the organization, including building and leading a top-level sales and marketing team to meet and exceed client’s expectations.

Sales and marketing management duties include recruiting, education, training, sales / campaign assistance, and overall professional development. Operational responsibilities include streamlining sales workflow on the promotions team, drive business development in new and existing markets, track sales and marketing activities, then analyze financial results and implement strategies based on findings.

Additional responsibilities include driving new business through key accounts and strategic partnerships with dependable vendors and suppliers.

NEWTON MFG. - NOW HALO Newton, IA (promotion)

2010 – 2014

See below for tenure detail

Senior Sales Manager, Eastern Region

Responsibilities included developing and supporting strategic and operational core objectives, business development, education, motivation, retention, recognition and reward, sales assistance, sales management, including individual sales, corporate sales and comprehensive campaigns for over 300 independent contractors in the eastern US.

Support sales representatives’ growth initiatives and offer additional resources and services such as product exclusives, corporate programs, trade show, event and integrated marketing, custom projects, brand marketing and public / industry relations.

Key Achievements:

- 2014 PPAI Silver Pyramid Award, Diversity Category - Authored content and program overview for contest entry of custom calendar program for Grand Casino Mille Lacs

- 2013 PPAI Silver Pyramid Award, Goodwill Category and the American Marketing Association's 2013 NOVA Award, Non-profit Category for helping create "Like Eggs" trade show and event marketing campaign, featuring unique family friendly education and awareness content

Senior Manager, Business and Professional Development (promotion) 2012 – 2013

Key Achievements:

- Developed and incorporated solution-selling sales model and agency approach initiatives for reps nationwide
- American Marketing Association's 2012 NOVA Award, Best in Category (Black Hole – "Squash Toss for Charity")
- Helped increase overall sales by 12 percent from previous year (6 percent over industry average)
- Created and helped market industry exclusive products and programs

Senior Sales Manager, Western Region 2010 – 2012

Same responsibilities as Eastern Region - including aggressive recruitment initiatives, utilizing Newton-branded marketing programs.

Key Achievements:

- Helped increase sales by introducing new proprietary and exclusive products and programs (10 percent overall increase)
- PPAI Silver Pyramid Award, 2012 in the Social Responsibility Category for creating a custom Travel Bingo game
- PPAI Golden Pyramid Award, 2011 in the Tutorial Category for creating a custom baby calendar and Public Health Home Visitation Program
- Served on Government Relations Council (UMAPP) to help promote and protect the promotional products industry

SPARTAN PROMOTIONAL GROUP, INC. Iowa/Oakdale, MN 2007 – 2010

General Manager / Sales Executive / Partner

Negotiate and close promotional products, agency, and program sales with key decision makers. Manage accounts and orchestrate post-sale services and resources. Create, execute, and evaluate advertising campaigns for clients nationally and internationally. Drive new business development, offering additional services such as: marketing communications, graphic arts, profile and brand marketing, public relations, event planning and custom projects.

Key Achievements:

- Started new Iowa sales office with unique modular infrastructure
- Offered additional full-service agency resources, building a stronger sales and client base
- Created retail opportunities and developed conceptual guaranteed sales model benchmark
- Qualified for "*Spar Ten*" top ten sales accomplishment honors, consecutively
- Developed custom toy train with Fortune 500 sponsors (\$220,000 sale)
- Co-created and helped market award-winning "It's a Fair Game"™ for The Iowa State Fair Blue Ribbon Foundation (2010 Golden Pyramid Award, Consumer Products Category; 2010 Silver Davies Award in Art and Design)

ADDITIONAL EXPERIENCE

1993 – 2007

Held creative development / marketing management and sales positions at agency and promotional-based organizations

Management experience in the comprehensive development of national advertising campaigns. Expert in promotional product and full-service agency sales. Strong background in marketing communications, brand development, integrated marketing, graphic arts, public relations, event marketing and promotional product and apparel sales.

EDUCATION AND TRAINING

Dale Carnegie - Transform Your Sales Force

Seminar on effective sales approaches relevant to today

PPAI International and ASI

CAS (Certified Advertising Specialist) Certification

BASI (Bachelor of Advertising Specialty Information)

Upper Iowa University (Newton campus), Fayette, Iowa

B.S. Degree in Marketing, Minor in Management

Graduated Magna Cum Laude

(Financed approximately 80% of education independently)

Toastmasters International, Newton, Iowa

Better communication and advanced leadership training

ATM-S / ALS (Silver Certification on Communication and Leadership)

TECHNICAL SKILLS

Proficient in: MS Office including Power Point, Outlook and Excel, Salesforce, LinkedIn Recruiter, Facilis @easeV1 & 2, CommonSKU, ESP and SAGE Online Research, Order Writer, Adobe Acrobat, Illustrator, Photoshop, Dimensions, Streamline, FileMaker Pro, TypeStyler, and custom / proprietary applications.

COMMUNITY SUPPORT

Served in advisory, PR or marketing capacities for the following successful community endeavors:

UMAPP Board Member (membership and scholarship committee); Newton United Way (former board president); Newton United Way Ambassador, Newton United Way RENEW Newton, ACES Teen Center, Maytag Municipal Pool, Assets for Newton Youth, Newton Fitness Trail, Chair-ries Jubilee, RAGBRAI®, Jasper County Animal Rescue League, Newton Village Capital Campaign, UMAPP Government Relations Council, InnerChange Freedom Initiative, volunteer at Newton Correctional Facility and Freedom House board and Salvation Army.

HOBBIES

Emcee and lecture at special events and fundraisers, golf, disc golf and other outdoor sports

COLLEAGUE and CLIENT TESTIMONIES NEXT PAGE

"I have had the pleasure of working with Dan for two years and continue to be impressed by his enthusiasm, creativity, and strong work ethic. Dan is a passionate leader that has made a big impact on the success of our representatives by sharing his knowledge and exceptional experience in the field. Anyone seeking a truly dedicated and highly engaged professional would be fortunate to have Dan on their team."

Jay Donlin
Former VP Sales and Marketing, Newton Mfg. - Newton, IA

"Dan is simply the best. Together with an unflinching every day work ethic that includes precise planning and tireless execution filled with vigor and grace, his intelligence, imagination, and dedication combine to form not only a trusted and giving team player, but one who rises to energetically and enthusiastically form great teams built for success."

Allan Holzman - Producer, Director, Editor ART OF DIRECTING: Lean, Spielberg, Hitchcock, Capra, Huston, Truffaut at 716 Productions

"Dan is one of the most creative people I have met or had the pleasure of working with. During my time reporting to him, I learned an enormous amount about our industry and getting the right product into client's hands. Dan is an incredibly personal manager and was instrumental in my continued production increase and deeper knowledge of our industry. His interpersonal skills are unmatched... he cares. Any organization would be lucky to have him at the helm."

Gary Rinehart
Strategic Account Manager, 2020 Brand Solutions

"Dan's energy, ideas, and enthusiasm are unmatched. Every time I spoke with Dan, I came away with new ideas for my customers. His compassion for what he does is contagious, and I always walked away from our meetings ready to take on the world!"

Mick Kuhns
Representing HALO - Des Moines, IA

"I worked with Dan while he was my sales manager at Newton Manufacturing Company. I so appreciate his can-do attitude and loyal follow-through. Whenever I was in a bind or needed an added touch to close a sale, he was there with a successful idea immediately. His contribution to my business remains invaluable! To this day I consider him a close friend."

Sharon Green
Owner, Moncure & Associates, Inc.

"Dan consistently provides 'out-of-the-box' thinking when it comes to new promotional products. He is very energetic and positive which motivates salespeople. I've met with Dan on several occasions and always felt the time was well spent due to the new ideas and direction Dan provided. He will go to bat and bring resolution to any issue that hinders sales performance. He is a great team member!"

Jody Cunningham
Owner, PC Promotions - Tulsa, OK

"I recently heard Dan Livengood, CAS, ATM-S, present his "Sales and Closing Strategies" to a standing room only audience. He combined valuable content and creative ideas with his signature sincerity. Dan doesn't just offer information; he provides compelling techniques to help us grow our business one customer at a time. His passion for our profession is contagious."

David J. Hawes, MAS+
Brand Architect, Geiger - Minnesota

“I have worked with Dan Livengood within the promotional products industry for more than 10 years. Dan’s creativity and unique, clever approach to solving customers’ promotional needs are beyond compare! I found Dan one of my most valuable resources in providing me with new ideas for where and how to suggest other clients sell my product lines. Always friendly and out-going with limitless energy, Dan is at the top of his field both in professionalism and creativity!”

Sue Kennedy, MAS - Upper Midwest Sales Manager, Bagmakers