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## **Proven CEO-Founder | Helping Companies Translate Their Business Goals to Reality**

Selectively developed services that are performance based that include B2C marketing and sales strategies, key account relationship building, time management and customer loyalty programs; Supply Chain, Import/Export and Logistics (LTL) DDP., Subject matter expert (SME) to equity interest stakeholders, clients in the Specialty Advertising & Gifts Industry.

CEO-Founder & Sole Stockholder, SASCO, Inc. [www.sascoinc.com](http://www.sascoinc.com)  
1979-Present (Judged by A.T. Kearney as 1 of 3 best world-wide promotional products suppliers) Earned SSI Vendor distinction from The Kellogg Company world-wide, and Pfizer, Inc. 100% Compliant with FDA and CPSIA. Created ITP® (Intervention Testing Protocol) for toys, Successful to negotiate 000's of NDA's.

Built the Company from inception to \$8-\$11MM in annual revenue within fragmented industry. Complex negotiations include Letters of Credit(L/C), irrevocable, standby L/C's, Bankers' acceptances, bank drafts, Commercial Invoices, P.O. protocol etc.

Created world-wide supply chain for overseas productions of large volume wholesale Promotional Products. Fortune 500 clients; Kellogg Company, Pfizer Inc., Kraft General Foods, Time, Fortune, S.I. Magazines, Novartis, Bayer & Leo Pharma. Hands-on liaison for quality control with Acts Testing Labs & SGS.

TUC Productions-interacted with and developed "Muhammad Ali" apparel line to include T-shirts, Caps, and Jackets  
1974-1979

Personnel-Human Resources Consultant  
1971-1973

Educational Summary:

Tuskegee University, B.S. Business Management

Pfizer Fellow-Amos Tuck School of Business Administration Dartmouth College  
Minority Business Executive Program

Hobbies and Interests:

## Golf, Reading Biographies and Travel

### Some All-Time best efforts:

1974-1979 worked with "Muhammad Ali", created developed and marketed promotional t-shirt items for appearances at public relations events and resale.

1979-1981 "Take A Bite out of Crime"-Mc Gruff Crime Dog Campaign...

1979-1981 created and developed "All America Cities" promotional t-shirt marketing...

1983-1986 created the "Statue of Liberty Centennial" logo and ultimately worked to license the design to the Celebration Committee.

1986-2010 large quantity promotional buying for ICBC, NABOB members...

1999-2006 earned and awarded preferred vendor status for Kellogg Company world-wide promotional products campaigns.

2000-2001 awarded back-to-back 100% compliance awards for Pharmaceutical promotional Marketing by Pfizer, Inc. HQ Consultant 1988...

2000-02 created the first ever CPSIA (child safe) RUBIK cube type puzzle for Star Wars/Lucas Film, ultimately used by Kellogg Company cereal box for in-pack gifts.

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