

Victor Macchia

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Career Objective:

To bring my diverse industry background as a promotional products sales and marketing executive to an exciting new opportunity, utilizing my over 25 years of expertise in proven sales leadership and marketing creativity. Currently seeking remote full-time or part-time employment, and offering consulting services, specializing in sustainable sourcing and sales coaching.

Industry Experience:

Aloha Consulting

August 2021-Present
Rancho Palos Verdes, CA 90275

Consultant/Owner

Offering consulting services related to sales and marketing strategies to promotional products distributors and suppliers. Areas of expertise include:

- Sustainable sourcing and sales coaching
- Sales & Marketing planning
- Product development and launches
- Industry supplier onboarding
- Tradeshow planning
- Award & Recognition training and services
- Additional full or part-time services available

Clegg Promo

September 2019-August 2021
Gardena, CA 90248

Vice President Sales and Marketing

Developed and implemented sales policies and procedures, commission and incentive programs, and marketing strategies for this well-established supplier of promotional products. Responsibilities included management of national multi-line rep sales team, inside sales team, customer service team, and product development team. Other responsibilities include:

- Development and retention of national key accounts.
- Creation of all company marketing and implementation.
- All new line product development.
- Development of company and customer program business.
- Responsible for company compliance.
- Exceeded in dispute resolution.
- Heavy business travel.

J.Charles Crystalworks

July 2007-June 2019

Erlanger, KY 41018

Vice President Sales and Marketing

Developed and implemented sales policies and procedures, commission and incentive programs, and marketing strategies for this highly respected award and recognition company. Responsibilities included management of national factory sales team, development of national key accounts, and creation of company marketing.

- Responsible for company compliance.
- Exceeded in dispute resolution.
- Responsible for Promotional Products, Wholesale, and Retail Divisions.
- Heavy business travel.

Geiger

April 1997-January2007

Lewiston, ME 04241

Vice President of Sales/ Western Region

Managed all areas of sales & marketing of the Geiger West operation of this Top 10 Promotional Products distributor. Responsibilities included management and training of five direct report field managers, a marketing manager, and 100+ independent sales partners. Additional areas of responsibility included recruiting of sales partners, their training, development and education.

- Implemented and managed major trade show and educational events.
- Facilities operations for multiple field offices.
- Responsible for all budgetary planning.
- Contributed to senior management long term strategies.
- Increased productivity per capita of independent sales partners
- Increased regional sales over 300% in nine-year period.
- Heavy business travel

Software Skills:

Highly proficient in Microsoft Word, Excel, and PowerPoint. ERP and CRM including NetSuite, Lakeshore, HubSpot and Pipedrive.

Virtual Mediums:

Zoom, Microsoft Teams, Slack, Various Webinar platforms.

Honors: Promotional Products Association International Fellow for facilitating studies at Regional and National PPAI conferences, as well as customer training and events.

Additional work experience and references will be furnished upon request