

# Andrew Arruda

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## SALES & BUSINESS DEVELOPMENT EXECUTIVE

Drives revenue by selecting, training and developing sales teams to effectively hunt for business. Excellent team leader; balances strategy, goal-setting and motivation to fill pipelines quickly and keep them filled. Builds relationships with existing key customers and business partners to grow engagements organically; virtually eliminates customer attrition; industry leader in upselling and cross selling

### AREAS OF SPECIALTY

- Sales Operations
- Channel Development
- Key Account Management
- Strategic Planning
- P & L Responsibility
- Business Development
- Contract Negotiations
- Staff Development
- Planning & Forecasting

### PROFESSIONAL EXPERIENCE

#### THE HUB PEN COMPANY, Braintree, MA

2010 to present

Top 40 supplier of promotional pens in the US.

#### **National Sales Manager (2010 to present)**

Hired by company ownership to develop and implement a national sales organization. Organize and support the activities of 10 inside sales and 30 multi-line representatives in the US and Canada. Assess the effectiveness of representatives' ability to gain market share through effective selling techniques, customer feedback and other metrics. Develop, implement, and encourage the use of marketing tools and resources available to sales partners. Maintain an up-to-date understanding of competitor activities and industry trends.

- Successfully integrated sales of leather goods, pens, flashlights, and other offerings following the company's acquisition of Beacon Promotions in 2016
- Sourced and hired 17 US multi-line sales representatives to accelerate market presence. Reps have contributed \$15M in additional sales over the last five years; overall volume has nearly doubled from \$30M in 2010 to \$56M in 2014
- Developed a specialized inside sales model with 5 strictly inside reps focused on inbound and outbound outreach and 5 who travel with outsourced reps to optimize their product knowledge and ensure top-of-mind. Program projects to add \$5M in additional sales in both 2015 and 2016
- Led effort to establish a presence in Canada in 2013. Recruited and trained 13 multi-line reps to service this territory that has now contributed over \$1.5M in revenue to date
- Implemented NetSuite CRM in April 2015 to capture and track sales activity including inbound and outbound call and emails, quotes, initiatives and sales notes
- Enhance responsiveness to customer needs earned the company two prestigious Advertising Specialties Institute awards: #1 Pen Company in 2014 (pool of 1200 companies) and Supplier of the Year in 2013 (pool of 3500)

#### RS OWENS & COMPANY, Chicago, IL

2009 to 2010

Producers of awards and gifts including Oscar, Emmy, Cotton Bowl Trophy and Rock and Roll Hall of Fame Award.

#### **Vice President of Sales (2010)**

Supervised 3 Regional Sales Managers. Developed and implemented strategic sales plans, forecasts and budgets to align with overall corporate objectives. Worked with VP of Marketing to evaluate market research and adjust marketing strategy to meet changing market and competitive conditions. Directed staffing, training, and performance evaluations; oversaw channel development activity and coordinated sales distribution by establishing sales territories, quotas, and goals. Represented company at industry trade shows to promote product and meets with key customers to maintain relationships. Reported to company president.

- Promoted for the second time in less than two years

### **National Sales Manager / New Business Development Manager (September 2009 to May 2010)**

Managed a team of 12 sales and account management personnel and 3 outside reps to produce profitable domestic and global sales growth.

- Earned promotion for turning around a multi-year downward sales trend within only 12 months and for putting the company on target to grow sales by \$1M in 2010. Drove reorganization of the entire Sales and Support area that allowed the company to add market share in the previously unexplored small-business category without adding staff or incurring added sales costs
- Evolved Inside Customer Service team into a sales-driven organization that not only serviced existing customers, but aggressively established new sales leads; cross-trained the team and implemented a telemarketing campaign contest to recognize high achievers
- Grew Custom Award Sales 100% within one year (FY 2009); subsequently reached 2009 levels within the first 6 months of FY 2010 by collaborating with Operations to accelerate and improve accuracy of quoting and delivery processes

### **Regional Sales Manager (2009)**

**DISTINCTIVE BRANDS (D/B/A PICTUREFRAMES.NET)**, Warren, RI 1996 to 2009

Suppliers of customized picture frames to the promotional products industry; acquired by RS Owens in 2009.

#### **Senior Vice President of Sales & Business Development / President / Founder**

Created and implemented sales and marketing plans/budgets; led sales team to achieve revenue and profit goals. Motivated Sales Managers and Inside Sales by setting goals, measuring performance, and aligning compensation to ensure goals were met. Visited overseas vendor manufacturing facilities to select new products and attended domestic industry shows to promote sales. Drove product pricing.

- Developed “Frame Man” branding persona to earn top-of-mind status for all things frames among buying groups. Grew to become the leading picture frame supplier among >100 players in the promotional products industry
- Awarded 4-of-4 stars by the Advertising Specialty Institute for outstanding customer service in 2008 and 2009. Only ~15% of industry players earn this award based on customer issue resolution, timely quotes and accuracy in delivery and pricing
- Introduced digital picture frames to the promotional industry; grew category sales to \$350K in 2007
- Earned 1998 SAAGNY *Linda Robinson Scholarship Award* for individual dedication and service to the association and a personal commitment to the betterment of the promotional products industry
- Grew company to \$1.6M in first 3 years from startup. Named one of the fastest growing suppliers in the promotional products industry in 2000 by Advertising Specialty Institute

### **MEMBERSHIPS & COMMUNITY**

Board Member, Bristol-Warren Education Foundation, 2010 to 2013

Chairman of the East Bay RI Chamber of Commerce, 2008

Board Member, Premier Group, Consortium, 2001 to 2004

Chairman of the PPAI Market & Information Research Committee, 1999 to 2002

### **EDUCATION & CERTIFICATION**

**UNIVERSITY OF RHODE ISLAND**, Kingston, RI

**Bachelor of Arts in Business Administration** with concentrations in Management & Marketing; cum laude

**PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL**

**Master Advertising Specialist**

**Six Sigma Green Belt (2015)**