

## MARK PETERS

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### SUMMARY:

I am a highly accomplished businessman with progressive leadership experience in sales management, operations, assets & capital allocation, manufacturing, strategic planning, customer service, trade shows, and growth management.

I am a results-oriented, decisive, organized person with a proven track record. I have vast knowledge in problem solving and am solution oriented. I have an established record of improving performance, increasing sales and profitability, while maintaining the highest degree of customer satisfaction. I have the ability to work independently while processing outstanding interpersonal skills.

I have traveled internationally (including China) to set up manufacturing and distribution of new products. I have over 20 years of experience in the promotional products industry working with PPAI, ASI, and SAGE, both as a distributor and as a National Sales Manager for a industry manufacturer.

### SPECIALTIES:

Sales, management, manufacturing, time management, motivating of people and new market development. I am proficient in commercial contract negotiations, and strategic planning.

### EXPERIENCE:

|                    |  |                             |
|--------------------|--|-----------------------------|
| 03/05-current      | Partner  | Lightravels LLC             |
| 03/10-04/11        | National Sales Manager                                   | Prime Concepts              |
| 04/90-current      | Co-Owner   | Powerhouse Promotions       |
| 07/82-03/89        | Regional Sales Manager and Key Account Rep               | 3M Corporation              |
| <b>03/89-04/90</b> | <b>Special Education Teacher for State of California</b> | <b>Contra Costa Schools</b> |

*Lightravels®*, LLC – Partner *Lighted Map Company* *Castle Rock, Co*

### RESPONSIBILITIES:

- ◆ Develop business plan and marketing strategy for company
- ◆ Manage sales and operations with a customer database of over 5,000 customers located in all 50 states and 5 countries
- ◆ Responsible for manufacturing coordination of the Lightravels map in China and Colorado
- ◆ Personally oversee China manufacturing and quality control to achieve superior final product
- ◆ Handle customer complaints professionally and constructively resolve the issue at hand
- ◆ Maintain and update reseller database to include sales records and all relevant communication
- ◆ Liaison between customer and reseller
- ◆ Create, maintain, and review various reports using Microsoft Excel
- ◆ Oversee and coordinate website content and updates with external IT company
- ◆ Exhibit and/or attend regional and national industry trade shows
- ◆ Develop, maintain, and continually strive to improve relationships with 8 vendors located in 3 states and China

### ACCOMPLISHMENTS

- ◆ Invented and brought to market a unique product (Lightravels illuminated maps)
- ◆ Instrumental in applying and successfully acquiring U.S. Patent # 7,654,023 & Trademark # 3079208 for the Lightravels®
- ◆ Successfully built a profitable home-based business within 6 months of start-up
- ◆ Researched and located quality manufacturing in China
- ◆ Instrumental in achieving and maintaining a 100% Reseller retention rate every year since inception
- ◆ Savings of \$5,000 per year by negotiating better prices from frame vendor and assembly factory
- ◆ Saved \$2,000 by re-negotiating overseas & domestic shipping rates
- ◆ Grew revenue through marketing overseas which included sales in 9 countries as well as the United States.
- ◆ Grew sales revenue by over 25% during 2004 – 2007 with a profit margin of 52%

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***Prime Concepts – National Sales Manager Denver, Co***

**RESPONSIBILITIES:**

- ◆ Managed 3 sales reps inside and 8 independent reps nationwide
- ◆ Key account manager for larger customers
- ◆ Scheduled, organized and worked the booth at numerous national and regional tradeshows throughout the U.S.
- ◆ Created new & successful sales and marketing strategy for Prime Concepts by taking our product to the distributors through greater involvement with ASI, PPAI, and SAGE.
- ◆ Increased exposure using ESP and exhibiting at trade shows.
- ◆ Controlled inventory for both the U.S. and China
- ◆ Revamped and oversaw annual catalog. Was personally involved in new product selection
- ◆ Implemented new item pricing for ASI/ PPAI product line for annual catalog
- ◆ Maintained strong relationships with PPAI, ASI, and SAGE
- ◆ Proven road warrior

**ACCOMPLISHMENTS**

- Increased sales by over 29% in first year of my employment
- ◆ Successfully increased sales by 17% from new distributors I met & engaged with at various trade shows
  - ◆ Streamlined entire sales process and shortened production timeline by 50%, which resulted in getting orders shipped out within 5 business days from receipt of order.
  - ◆ Changed printer company for catalog, which saved the company 8% from previous catalog
  - ◆ Changed credit card processor and saved company 1.5% per charge
  - ◆ During first year of employment I secured better prices from China vendors and factories
  - ◆ Re-structured internal and external sales force to improve sales techniques and increase distributor orders
  - ◆ Made successful customer service changes to better meet the customer's needs (faster and more efficient order production)

***Powerhouse Promotions – Co- Owner Castle Rock, CO***

**RESPONSIBILITIES:**

- ◆ Manage operations with a base of 650 customers located in over 20 states
- ◆ Determine periodic special pricing on select products from companies we enjoy strong Vendor relationships with
- ◆ Develop marketing strategies and employ creative solutions to help clients better achieve their goals
- ◆ Handled customer complaints professionally and constructively to resolve the issue at hand
- ◆ Maintain database and correspondence records for all client and vendor interactions
- ◆ Liaison between customer and vendor
- ◆ Create various forms & reports using Microsoft Office Word and Excel
- ◆ Create and send various e-mail marketing blasts to customer database via Microsoft Outlook
- ◆ Maintain and update company website in-house, to include monthly product specials, using Yahoo Site Builder
- ◆ Coordinate and attend various regional and national industry trade shows every year
- ◆ Develop, maintain, and continually strive to improve relationships with 25 vendors

**ACCOMPLISHMENTS**

- ◆ Successfully built a profitable home-based business within 3 months of start-up
- ◆ Instrumental in achieving a 98% customer retention rate every year
- ◆ Grew sales revenue by 10-20% each year (1990 – 2007) with a profit margin of 60%

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### Contra Costa School District- Special Ed Teacher

*3M Corporation – Regional Sales Manager and Key Account Rep      Minneapolis, MN*

#### RESPONSIBILITIES:

- ◆ Handled key accounts on a national basis for the Micro-graphic division
- ◆ Key accounts included Dean Witter Reynolds, Metropolitan Life, Chicago Title, Union 76 Oil, Levi Straus, and The City of San Francisco (personally responsible for over 10 million in new product sales to these key accounts)
- ◆ Brought a new type of micro-film machine to market first and sold 100 units in first two months
- ◆ Recruited, managed and directed sales of 30 sales reps, covering the U.S
- ◆ Developed sales programs for various major accounts
- ◆ Interfaced directly with main office locations for implementation of new programs
- ◆ Determined product selection and distribution to various local offices
- ◆ Coordinated nationwide training on equipment sold to Dean Witter Reynolds
- ◆ Developed and implemented sales strategies for a new line of equipment, and then led my region to becoming #1 in the Nation for sales of the new line
- ◆ Did training and sales seminars quarterly
- ◆ Was responsible for training over 10 new hires while at 3M

#### ACCOMPLISHMENTS

- ◆ Prospected and closed \$5,000,000 sale to Dean Witter Reynolds
- ◆ Prospected and closed \$3,000,000 sale to Union Oil
- ◆ Youngest regional manager in my division's history
- ◆ Invited to speak at the training class for incoming sales people in my 2<sup>nd</sup> year on the job
- ◆ Consistently surpassed all sales and business goals given to me by at least 15% each quarter of employment
- ◆ Recipient of the "Captain of The Guard" and "Captain's Crest" awards, which are the **highest awards** 3M can bestow upon a Sales Representative during my first year of employment. Only 3 other new hires have ever accomplished this goal

#### EDUCATION:

**Pepperdine University                      Malibu, CA**  
**Bachelor of Arts in Communications and Public Relations**