

JOHN LUNDBERG, MASI

St Cloud, MN 56304

John.lundbergusa@gmail.com – 320-249-5396 - www.linkedin.com/in/johnlundbergusa

PROFESSIONAL SUMMARY

Sales and marketing professional with proven track record. Constants in my career have been business development through innovation and leadership. Proven ability to create compelling marketing campaigns, catalogs and collateral, including social media. Adept at building customer-centered organizations and teams.

SKILLS/QUALIFICATIONS:

- Plan and execute go-to-market strategies for start-up as well as established operations.
- Lead hiring, training and development of customer service, business development and sales teams.
- Achieve growth by ability to close on large orders as well as targeted, national “key accounts”.
- Create new products, new catalog, promotions and collateral, advertising and PR, tradeshow marketing and merchandising, all with highest standards to differentiate company to accelerate growth.
- Utilize digital marketing capability current with social media, SEO and online trends.

EXPERIENCE

NATIONAL SALES MANAGER, PROMOTIONAL PRODUCTS MARKET

Orbus Exhibit & Display Group, Woodridge, IL

- With marketing team, developed entry plan to take Orbus into Promotional Products market.
- Created new promotional products catalog, collateral including advertising plan.
- Planned and marketed national, regional and distributor trade shows across USA.
- Educated both inside business development team and outside factory sales rep team on promotional products marketplace.

VP SALES & MARKETING

Showdown Displays, div. Sign-Zone, Brooklyn Center, MN

- Developed and implemented an entry plan into the Promotional Products industry for new product category of “tradeshow displays”.
- Developed all sales and marketing initiatives, including catalog and collateral, promotional, and innovative website and social media.
- Planned and marketed national, regional and distributor trade shows across USA and eventually Canadian market.
- Hired and managed ‘dream team’ of factory and independent multi-line reps across US and Canada, and inside sales reps to support them.
- Executed to plan, enabling Showdown growth from zero sales to over \$50 Mil revenue.

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VP SALES

Bag Makers, Union, IL,

- Refined marketing tactics to include quarterly promotions, e-blasts, effective use of website.
- Developed loyalty program that rewarded Distributors on annual sales growth.
- Achieved a 50+% increase in sales in 3 years with commensurate increase in profitability.
- Established Bag Makers as a certified 'woman—owned' business with devoted fan base of distributors.

GENERAL MANAGER

Custom Deco Inc., Las Vegas, NV

- Developed marketing plan covering 14 Western states, conducted direct mail program resulting in immediate 20% increase in sales.
- Implemented manufacturing controls and measurements to improve process and margin.
- Hired and trained Customer Service, Art Department, Warehouse, while coordinating HR function with Toledo HQ.
- Developed outbound LTL Freight consolidation program to capture significant rebate.

VICE PRESIDENT, SALES & MARKETING

Duratec Corp, St. Paul, MN,

- Developed sales and marketing plan to enter promotional products marketplace.
- Developed and industry standard Duratec catalog, which was awarded "Best Catalog" for 2 consecutive years from Promotional Products Association International (PPAI).
- Hired and trained Customer Service and Art Department Staff of 10.
- Instrumental in achieving successful sale of company.

VICE PRESIDENT, MARKETING

TCB Inc., Minneapolis, MN "Victor Marsh div, dba Galaxy Line"

- Responsible for all marketing activities, establishing "Galaxy Line" as #1 drinkware line in promo products industry and a Top 20 Supplier in the industry.
- Developed "Star Performers", one of Promo Products industry's first Rush service programs, on core group of products.
- Shifted source of ceramics from England to Japan to China, resulting in dramatic annual cost savings.
- Executed according to budgeted plan, with P&L responsibility.

EDUCATION: BA Degree, Sociology, University of Minnesota

BA University of Minnesota

"MASI" Degree, Advertising Specialty Institute, Langhorne, PA