

# LAURA A. INCERTO

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## **SUMMARY**

**Experienced Sales and Marketing Manager with solid proven success in various fast-paced manufacturing and packaging companies; High energy; Analytical attention to detail; Superb relationships with clients and coworkers; Outstanding communications and follow through; Outgoing, objective and logical; Excellent client service with skill to increase sales and profitability**

### **Representative Industry Experience:**

<b>Eldercare and Healthcare</b>	<b>Package &amp; Purchasing</b>
<b>New Product Launches</b>	<b>Brochures and Videos</b>
<b>Specialty Chemicals</b>	<b>Trade Show Marketing</b>
<b>Domestic &amp; Global Manufacturing</b>	

## **EXPERIENCE**

### **Home Care on Call LLC- Southport, CT**

2011- Present

#### **Co-Owner**

- Co-partnered launch of a non-medical home care agency serving Fairfield County
- Business Development Manager, interacting with large healthcare provider organizations and related ancillary healthcare provider companies
- Proficient in Eldercare and Concierge service

### **Morgan Marketing and Events - Weston, CT**

2018

#### **Value Innovation Director**

- Hired as Project Manager for SHIPPING Insight Conference and Exhibition P&L responsible for all revenue and expenses. Managed staff of eight across all disciplines

### **Raymond James & Associates - Westport, CT**

2015

#### **Administrative Assistant/Project Manager**

- Temp position- assisted Senior VP with two branch office relocation projects and supported six financial advisors

### **Fantastic Fabrics and Promotions Inc. - NY and Southport, CT**

2002- 2010

#### **Vice President Sales**

- Managed key accounts, including liquor, cosmetics, designer retail
- Increased sales by 10% annually, resulting in \$2M increase in sales
- Expanded and developed domestic and global manufacturing and sourcing capabilities

### **Bridgeport Metal Goods, Inc. - Stratford, CT**

2001- 2003

#### **Sales Manager**

- Managed \$7M for Proctor and Gamble
- Collaborated with Packaging and Purchasing to secure two new product launches

## Resume – Laura A. Incerto

### **PAK 2000, INC. - New Hampshire**

2000- 2001

#### Market Development Manager

- Generated \$250M in 1Q sales by launch of a new patented rigid box technology
- Trained and assisted field sales representatives, in US Europe and China

### **INTERNATIONAL PAPER COMPANY- New York, NY**

1991- 1999

#### Account Executive

- Increased annual revenue from \$1.4M to \$4.2M through new product launches and expansion of existing product line
- Conducted seminars for US and Canadian customers to move to digital technology

### **CONTINENTAL CAN COMPANY, INC. - Montvale, NJ**

#### Sales Representative- Plastic Container Division

- Managed \$3M for key accounts, including American Home Products, Clairol, Dow Brands, Johnson & Johnson, Nabisco Foods, Very Fine Juice
- Increased sales by \$2.7M with sale of environmentally sound container for major consumer packaged goods company by 8M units

### **GAWISER ASSOCIATES, INC. - Westport, CT**

#### Director of Sales & Marketing

- Managed relationships with outside public relations and promotion design firms, developing marketing brochures, premiums and videos.
- Delivered IBM training and presentations throughout the US

### **REED INTERNATIONAL -Stamford, CT**

Trade Show Marketing Manager –Member of 100% Club for 5 years

### **DOW CHEMICAL, USA - Pittsburgh, PA**

Field Sales Representative

## **EDUCATION**

**FAIRFIELD UNIVERSITY -Fairfield, CT - B.S. Marketing**

-Who's Who Amongst Students in American Universities and Colleges

## **VOLUNTEER**

### **Fairfield University:**

*Ex-Officio Member- Alumni Board of Directors*

*Served on Trustee Advisor Council*

*Served on Steering Committee Fairfield 2020*

*Received Alumni Service Award 2001*

### **Founder of Women for Women Fairfield Social Networking Group Town of Fairfield**

*Current Member and Vice Chair of Human Services Commission*

*Past Marketing Committee Member*

### **All Saints Catholic School, Norwalk**

*Served as Community Member on Board of Directors*

### **Saint Matthew Parish in Norwalk Advisory Council Member**