

# Victor Macchia

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## **Career Objective:**

To bring my diverse industry background of nearly 40 years as a promotional products sales and marketing executive to an exciting new opportunity.

## **Industry Experience:**

### **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 eight-year period.
- Heavy business travel

## **Janesville Group LTD. / Bemrose USA**

December 1995-April 1997

Janesville, WI 53545

### **Western Regional Sales Manager**

Oversee all sales efforts in 11 western states for this Top 20 Promotional Products supplier. Responsibilities include maintaining customer relations with over 1,000 distributors, sales and motivational training for distributor account executives, achieve and maintain regional sales goals and objectives, give input to VP Sales & Marketing on marketing strategies, trade show participation.

- Participating in management training program.
- Increased territory sales by over 20% per year.
- Heavy business travel.

## **Advanced Products**

December 1994-December 1995

Los Angeles, CA 90043

### **National Sales Manager**

Oversee all operations of this Promotional Products supplier of silkscreen and offset printed plastics for promotional and POP usage. Responsibilities include maintain and train customer service department, product development, marketing strategies, trade show participation and set-up, catalog design, hire and supervise sales and marketing staff, media advertising, participate in production planning, achieve and maintain sales goals, hire and supervise multi-line representatives.

- Raised supplier ratings to maximum level.
- Increased sales by required levels.
- Moderate business travel.

## **Janesville Group LTD. / Bemrose USA**

December 1992-December 1994

Janesville, WI 53545

### **Western Regional Sales Manager**

Oversee all sales efforts in 11 western states for this Top 20 Promotional Products supplier. Responsibilities included maintaining customer relations with over 1,000 distributors, sales and motivational training for distributor account executives, achieve and maintain regional sales goals and objectives, give input to VP Sales & Marketing on marketing strategies, trade show participation.

- Increased territory sales by over 32% by second year.
- Heavy business travel.

**Galaxy / Victor-Marsh, A division of TCB Inc.**

May 1991- December 1992

Minneapolis, MN 55414

**Western Regional Sales Manager**

Oversee all sales efforts in 14 western states for Top 20 Promotional Products supplier of imprinted glassware and ceramics. Responsibilities include maintaining customer relations with 550 select distributors, sales and motivational training for distributor account executives, achieve and maintain regional sales goals and objectives, trade show participation.

- Increased territory sales by 30% in six month period.
- Heavy business travel.

**Industrial West / Industrial Contacts Associates**

July 1990 - May 1991

New York, NY 10016

**Partner**

Established West Coast office for this Top 100 Promotional Products distributor. Responsibilities included formulating a complete marketing plan, client prospecting, product research, office set-up and operation. Hire, supervise, and terminate employees.

- Achieved sales goals of \$800,000 in first six month period.
- Moderate business travel.

**Signs & Glassworks Inc.**

June 1981- July 1990

Vista, CA 92083

**Senior Vice President Sales and Marketing**

Responsible for \$15 million sales volume. Supervised and coordinated activities of all manufacturers' representatives and Promotional Products sales; increased sales volume 800% since June 1981. Developed and serviced accounts and distributors nationwide. Personal non-ASI sales volume averaged \$3 million per annum. Handled planning of all trade show participation, media advertising, and sales promotions for this leading edge POP manufacturer of silkscreened glass, mirror, and plastics. Researched and recommended new products, market segmentation, developed marketing strategies for these segments.

- Worked closely with research, creative departments on all stages of job development.
- Heavy business travel.

**Software Skills:**

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

**References will be furnished upon request**