

# MICHAEL J. HIGGINS

7 Patricia Ann Drive, Bristol, Rhode Island 02809

401-464-2802

mhiggs400@gmail.com

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## PROFILE

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High integrity sales professional with an aggressive “hunter” mentality and strong selling skills. Fearless cold caller. Extremely successful with new business generation, new product launches and increased retail channel distribution. Strong consumer product experience. Sales, marketing, merchandising and promotional background. Unwavering commitment to customer service and developing strong customer relationships. Strong presenter and negotiator.

Passionate about my products and my customers.

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## CORE COMPETENCIES and PERSONAL QUALITIES

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- Relationship Building
- Trade Spending
- Retail Focused
- Cross-Functional
- New Business Development
- Innovative Thinker
- Strategic Planning
- Retail Channel Knowledge
- Competitive Research
- New Item Launch
- Communication Skills
- Out-of-Aisle Approach

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## PROFESSIONAL EXPERIENCE

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### **SQUADLOCKER – Account Executive** **(5/2018 – Present)**

- Tech company selling online apparel store platform
- Cold-calling and customer building in college, schools, sports leagues, corporate and non profit sectors

### **MJH CONSULTING** **(2/2011 – 5/2018)**

- Marketing and Sales consulting
- Customers: Retail, Consumer Products, Healthcare, B2B, Education, Banking and Non Profit
- New product launches, brand and product strategies, package design, consumer promotions, sponsorships, digital marketing, partnership marketing and event management

### **HALO Branded Solutions – Account Executive** **(12/2017 – 5/2018)**

- Selling of branded marketing Promotional Products and Clothing
- Cold-calling, customer management, negotiating supplier prices, customer presentations

### **Petrocelli Marketing - National Sales Manager** **(7/2012 – 12/2017)**

- #1 sales rep each year surpassing targeted sales goals
- Achieved six figures in customer sales in first year starting with zero customers
- Maintained every customer and achieved 100% repeat business from each for 5 years straight
- High conversion rate of turning cold-calls into established customers

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### PROFESSIONAL EXPERIENCE

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#### **HASBRO INC.**

**(3/1992 – 1/2011)**

- Diverse range of sales and marketing positions during 19 years of service
- Sold-in product, merchandising and marketing programs to the largest retailers in all retail channels
- Expanded retail distribution channels while developing exclusive product offerings
- Established strong relationships with retail buyers, merchandisers and marketing teams
- Developed business plans for customers to expand product listings and store placement

- Sold in over \$400MM of “exclusive” products in over 4 years to new retail channels of distribution
- Achieved 150% increase in sales at Kohl’s in first year through exclusive product program
- Developed Walmart's “first ever” 12 month "out-of-aisle" merchandising plan for one brand - Nerf
- Led the Play-Doh team to achieve sales over \$50MM for the first time in the brands history
- Led a team that launched a "first of its kind" end cap design in the Walmart toy department

#### **Sales and Trade Marketing Director – Walmart**

**(6/2008 – 1/2011)**

- Sold-in mainline and exclusive products to Walmart
- Managed Walmart specific in-store marketing programs that supported national brand promotions
- Retail promotions, in-store events, in and out-of-aisle POP merchandising, displays and catalogs
- Developed branded programs that increased shelf space and supported sell-through of products
- Worked with merchandising team to design and develop Walmart specific displays
- Developed year round out-of-aisle merchandising opportunities for assigned brands
- P&L responsibilities for Trade and Retail Marketing budget of \$18MM+
- Managed brands that accounted for \$500MM+ in sales; included Hasbro’s largest at Walmart
- Analyzed sales performance and ROI on retailer marketing campaigns to identify business gaps

#### **Sales and Marketing Director - New Channel Development**

**(1/2004 – 6/2008)**

- Managed a team with sole focus of uncovering alternate channels of retail distribution
- Responsible for the development of exclusive products for Hasbro's list of emerging retail channels (Drug, Food, Warehouse Clubs, Mass Market, Arts & Crafts, Sporting Goods and Catalogs)

#### **Additional positions at HASBRO:**

- Director of Marketing - Boys Exclusive Products
- Brand Manager - Play-Doh
- Retail Marketing Manager - Playskool/Preschool Licensed
- Brand Manager - Arts & Crafts (Jurassic Park/DreamWorks/Snoopy)
- Brand Manager – Playskool and Licensed Preschool (Barney/Sesame Street/Muppets/Disney)

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### EDUCATION

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Rhode Island College (Bachelor of Arts - Graphic Design and Marketing)