

**Michael A. Kogutt, MAS, MASI**

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**Objective**

To secure a Vice President of Sales, National Sales Manager, National Accounts Manager or Territory Manager position within a Promotional Product Supplier or Distributor Firm where I can utilize my skills, expertise, experience and long term customer relationships. I wish to contribute to growing a company and assist in developing a culture of excellence that is demonstrated by a clear commitment to providing superior products, service, safety, quality and decorating to promotional products distributors and the end buyers/end users.

**Qualifications**

35+ Year Industry Veteran with Skills including:

National/Key Account Sales Management

Multi-line and Factory Sales Personnel Direction, Training and Management

Trade Show Attendance, Booth Design, Development and Merchandising

Development of Sales Programs, Policies and Procedures

Provide Direction for Catalog, Sales and Marketing Materials

Development of Distributor Specific Promotions, Policies & Programs

Development of Sample Kits and Sample Collection Offerings

New Product Development and Decorating Technique Development

Sales and Webinar Presentations

Customer Relationship Development & Customer Relations

**Industry Education (PPAI Week Long Seminars)**

PPAI Executive Development Seminar II

PPAI Supplier Management Seminar

Earned **PPAI Certified Advertising Specialist (CAS)** Designation

PPAI Marketing Development Seminar

PPAI Facilitator Training Seminar

PPAI Advanced Management Seminar

Earned **PPAI Master Advertising Specialist (MAS)** Designation

PPAI Advanced Facilitator Training Seminar

PPAI Power of Creativity Seminar I

PPAI Communication Skills Seminar

PPAI Power of Creativity Seminar II

Earned **ASI Master of Advertising Specialty Information (MASI)** Designation

PPAI and ASI Show Education Full Day Seminars & Classes as well as other industry relevant seminars too numerous to list here. Held the 10<sup>th</sup> highest number of industry related continuing education units (CEUs) in the entire promotional products industry of over 20,000 companies at one time

**Industry Volunteer Work**

PPAI Certification Committee - 3 Year Term

PPAI Education Committee - 3 Year Term

PPAI Membership Services Committee - 3 Year Term

CAS/MAS Alumni Association - Served in all offices including President - 5+ years  
**Facilitated Classes** at PPAI Shows & ASI Shows on Decorating Processes and produced videos with PPAI on Decorating Processes. Developed and facilitated at PPAI Shows, ASI Shows and SAAC Show a PPAI CEU approved course we developed at Dart called "Business Accessories University™" to create awareness of this growing industry segment and assist in teaching distributors how to market it to end users.

Assisted in the development of a PPAI CEU approved presentation called "It's in the Bag!" for Landes Inc. that I presented at Geiger Galleria in 2009 & 2010.

## **Relevant Experience**

Dart Manufacturing Company was my family's business started in 1965 as a custom OEM product manufacturer. I initially began work at Dart in 1981 managing the screen printing department. I started the Promotional Products Division of Dart in 1984 as National Sales Manager. Initially I directed all aspects of the Product Line Development, Catalog Development, Marketing Material Development, New Product Development and Sample Line & Kit Development as well as Development of all Sales Related Programs, Policies and Procedures. Led the Dart field sales effort with national, regional and traveling trade show attendance, key account calls as well as hiring, training and traveling with the multi-line representative sales force we utilized.

As the company grew I began focusing more on new product development, new decorating technique development and the sales effort and hired first outside, then inside marketing personnel to produce the catalogs and marketing materials with my direction. I worked to develop the first low cost, full-color decorating technique available on vinyl business accessories and buff natural leather items. This technique was patented under the Colormation® trademark. I also assisted in development of ImageColor®, another patented full-color decorating technique.

Moved into the Vice President of Sales position as we brought additional sales staff into the organization.

We earned Preferred Supplier Status from nearly all of the large & mid-size distributors as well as the distributor buying groups in the U.S. market.

I began penetrating the largest distributors effectively with exclusive programs, products and promotions.

An order for 5.5 million dollars was obtained by Dart for HALO Branded Solutions for their customer Dell Computer due to a relationship I developed with a key salesperson at HALO Branded Solutions prior to the sale of the company in November of 2007.

I was involved in growing Promotional Product Sales at Dart from \$0 - \$20 million and approximately \$25 million in Dart overall sales in a 26 year time span.

Dart was acquired by Senator GMBH in November of 2007. I then moved into a role of VP Sales for the Western 2/3rds of the U.S. I began a more focused effort on key accounts in the Midwest, Southwest, Northwest and Western regions as well as managing more closely the multi-line reps and 2 employed factory sales people within this territory. I did this for a period of one year after which Senator terminated all members of the sales and management teams due to declining economic conditions and their misunderstanding of the U.S. Promotional Products marketplace.

Served as Vice President of Sales for Landes Inc., a domestic and import bag

company from February 2009-May 2010 and was able to grow sales with several key accounts by several 1000%. Example: HALO Branded Solutions: \$3000 in 2008 to \$83,000 in 2009.

Served as Vice President of Sales for Points of Light from May 2010 to April 2011 at which time the company downsized staff by over 25% due to internal financial issues and to prepare the company for sale to Prime. Grew sales approximately 10% during 2010. No sales numbers were provided for 2011 due to sales reporting systems issues at the company.

Served as Vice President of Sales for HPC Global (formerly Hanover Pen Corp.) from October 2012 to November 2015.

Served as Director of Sales – Promotional Products for Outdoor Cap Company, Inc. from November 2015 to April 2019, the largest headwear supplier in the promotional products market. Managed the 20 person multi-line representative sales force, exhibited at national and regional trade shows and presentation trade shows, assisted in development of additional decorating techniques where allowed, assisted with catalog and product development where allowed. Involved or handle all aspects of securing and managing national accounts. Negotiated and put in place Preferred Vendor Agreements with many of the Industry's Top 40 National Accounts as there was only 2 in place when I began at the company which were HALO Branded Solutions and Facilis Group. The Companies/Franchise Type Organizations/Buying Groups I added (in alpha order) were the following:

1. AIA Corporation – Franchise Type Operation made up of small to large individual Promotional Products Distributors. I initially was able to sign them as a Silver Level Preferred Vendor (5<sup>th</sup> Tier) which all supplier companies start at but we moved up to Gold Plus which is the 3<sup>rd</sup> from the Top Tier in our 2<sup>nd</sup> Year working together with them.  
Ranked #11 in the Promotional Products Industry - \$175,000,000 in sales.
2. AIMastermind – Buying Group made up of small to midsize Promotional Products Distributors. Unranked in Industry - Combined Sales Volume - \$1,650,000. Signed as a Platinum Preferred Vendor (Top Tier) but I negotiated OC a lower 5% Volume Rebate than the 6% rebate required for Platinum Level.
3. American Solutions for Business/American Business Diversity – An employee owned company with a sister company with Minority Owned Business Status. Ranked #13 in the Promotional Products Industry - \$170,000,000 – Signed as a Patriot Level Vendor Partner (Top Tier).
4. BAMKO – A group of mid-size companies forming up as one via venture capitol acquisitions, including BAMKO, Public Identity based in L.A., Tangerine based in Chicago area and others. Ranked #25 in the Promotional Products Industry – \$79,900,000 – Signed as a Preferred Vendor (single tier program at this time).
5. Boundless Network – A group of individual companies acquired or high performing individual salespeople selling under the Boundless umbrella. Ranked #22 in the Promotional Products Industry - \$84,300,000 - Signed on as a Preferred Vendor – (single tier program).
6. Geiger – Largest family owned distributorship in the industry that has been in business since the early 1900's or possibly the late 1800's. A player in the Corporate Programs business and has a

direct selling catalog and online business called Crestline. Ranked #10 in the Promotional Products Industry - \$185,500,000 – Geiger does the industry’s most comprehensive ratings of suppliers and assigns Preferred Level based on a suppliers grading. Signed on as a Silver Level Production Partner (Third Tier) as we had not gotten PromoStandards implemented.

7. iPROMOTEu – A franchise type organization (not actual franchises) that hundreds of small, mid-size & large individual distributors process their business thru for preferred vendor pricing, financing and back end services. Ranked #12 in the Promotional Products Industry - \$174,500,000 - Signed on as a Reward Level Vendor Partner (Top Tier).
8. Jack Nadel International – An L.A. area based distributor with offices around the U.S. and also in Europe. Ranked #16 in the Promotional Products Industry - \$119,000,000 – Signed on as a Preferred Vendor Partner (Single Tier).
9. Proforma – A franchise organization made up of hundreds of individual franchise distributors ranging from small to large in size. Ranked #4 in the Promotional Products Industry – \$368,900,000 – Signed on as a PLP Vendor Partner (Preferred Limited Vendor Partner), (Second Tier, Top Tier is MVPLP - Most Valued Preferred Vendor Partner).
10. PromoShop – A distributorship based in L.A. with offices in CA and around the U.S. Ranked #38 in the Promotional Products Industry - \$45,800,000 – Signed on as a Preferred Vendor. (Single Tier).
11. Safeguard Business Systems/Deluxe Corporation – An unusual organization with the Deluxe Corporation (major bank check printer and business forms business) as the parent made up of Safeguard company owned locations, independent dealers and Deluxe’s direct selling division. Ranked #18 in the Promotional Products Industry. Signed on as a Reward Plus Level Preferred Vendor Agreement, (Top Tier).
12. Staples Promotional Products – The Promotional Products division of Staples Office Products company. Has by far the largest portfolio of Corporate Promotional Products Programs of the Fortune 1000 Companies and does ‘Special Order’ (normal promotional products business as well). John Deere for one which we are well aware of but includes all the majors from Pharma to Agriculture to Automotive, they have most of the Big Ones. Ranked #2 in the Promotional Products Industry - \$592,900,000. Preferred Vendor Agreement (Second Tier).
13. Summit Group – An acquired group of top promotional products companies headquartered in the Washington, D.C. area with major offices in Atlanta, Chicago and elsewhere around the country. Also, a major player in the Corporate Programs Business. Ranked #29 in the Promotional Products Industry. \$66,300,000. Signed on as part of their Preferred Supplier Program (Single Tier)

These are just the largest companies in the industry that are listed. Was able to sign on and get Preferred Vendor Agreements in place with many other mid-size companies as well.

## **Industry Awards**

### **16 PPAI Supplier Star Awards of Merit and 2 PPAI Supplier Star Awards**

for superior service and quality as voted by PPAI Member Distributors. (I believe that Dart remains the only industry supplier to ever win a PPAI Supplier Star Award of Merit after only one full year in the industry)

**ASI Distributor’s Choice Award and Finalist** numerous times for the Business Accessories Category.

**PPAI Supplier Achievement Awards** too numerous to list here for the

following categories:

Best Catalogs, Best Distributor Sales Aids, Best Sample Kits, Most Creative New Products, Best Products Designed thru a Supplier/Distributor Partnership (Custom), Best New Decorating Techniques, Best Foil Stamping, Best Screen Printing, etc...

**6 Geiger Awards of Excellence** for superior service and quality within their numerous rating categories.

Numerous other top distributor awards for superior quality and service.

### **Volunteer Work**

Currently serve in youth leadership as Assistant Scoutmaster for Boy Scouts of America Troop 842 in Coppell, TX. I am currently developing/managing a program and methodology to assist boys in progressing through the ranks of Scout, Tenderfoot, Second Class and First Class as many boys leave Boy Scouts if these ranks are not achieved in a reasonable period of time.

**See LinkedIn profile: Michael Kogutt, MAS** for recommendations and endorsements of my work from top distributor salespeople and principals.

**References Available Upon Request**