
Tom Clouser, MAS

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Work Experience

AIMMastermind (Altitude Group)

September 2019-Present

National Accounts Business Development Director

- Focus on presenting AIM Capital Solutions, including finance, marketing and technology, to potential distributors both independent or affiliated to communicate the benefits of joining AIM
- Use multiple sourcing tools to target distributor contacts as well as build and manage candidate pipeline
- Conduct outbound and inbound recruiting efforts
- Schedule and conduct sales appointments and maintain appointment records as needed
- Track all contact with the CRM
- Gather competitive intelligence o competing companies to better understand how to sell AIM Capital Solutions' value proposition
- Meet monthly, quarterly and yearly recruiting metrics
- Oversee all on-boarding procedures of new distributors

Imagen Brands

May 2018-September 2019

National Accounts Sales Manager

- Develop and maintain business relationships with key and national accounts focusing on customer owners, top sales reps and vendor relations
- Strategically plan customer visits to cultivate relationships, perform presentations offer innovative programs and plans
- Research, develop and acquire account opportunities to effectively communicate competitive strengths
- Negotiate national contracts and rebate programs consistent with industry management goals
- Partner with sales and other key corporate personnel to communicate and achieve account goals
- Participate in local and national tradeshow
- Maximize all opportunities for sales within national and key accounts

The Magnet Group

April 2016-May 2018

Regional Sales Manager (PA, MD, NJ, DE, DC)

- Managed and grew under-performing territory 7%, increasing sales to \$6.2 million
- Positioned The Magnet Group as customer top-of-mind industry supplier within sales territory
- Conducted sales presentations and strategic planning meetings to increase customer sales
- Coordinated spec/virtual samples and communication between factory and customers
- Attended national, regional and customer trade shows
- Assisted accounts with special pricing agreements

Evans Manufacturing

March 2015-April 2016

Sr Account Manager (PA, MD, OH, VA, WV, DC)

- Managed and grow territory business with minimum supervision
- Prepared for and conducted sales meetings with accounts
- Assisted in sales forecasting, and strategic planning activities
- Developed presentations based on quarterly promotions and marketing strategy
- Attended regional and national tradeshow
- Conducted cold calling on established promotional advertising distributors
- Worked closely with key accounts with territory to coordinate rebates, special pricing and promotions
- (Proforma, AIM Buying Group, Kaeser & Blair, PeerNet)

Premier Promotional Solutions, Inc.

January 2003-March 2015

Marketing Specialist / Sr. Account Executive/Art Director

- Worked extensively to assure all clients' brand identity is maintained by working closely with outside vendors
 - Created daily presentations and proposals which include innovative marketing product ideas to grow client's market share while adhering to strict budget guidelines
 - Designed and edit client logo and graphics to satisfy different imprinting processes which includes coordinating all artwork that filters through the company including minor and major edits and design
 - Designed and measure weekly e-mail marketing campaign
 - Developed client relationships through interaction including phone, digital and face-to-face
 - Maintained company social media outlets including website, Facebook, LinkedIn, You Tube and Twitter
 - Created and edit product videos and demonstrations to use as a sales tool for the company
 - Designed and develop client on-line company merchandise programs for branding purposes
 - Supervised all company marketing efforts including designing company brochures, sales flyers and client presentations/proposals
 - Met with corporate officers to set budgets and develop a plan to increase sales
 - Maintained company website and content
 - Participated in the day-to-day operation of the company
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Red Oak Advertising

June 1998-November 2002

Account Executive

- Maintained customer relationships by creating innovative marketing solutions using all forms of media including promotional products, print, radio and direct mail
- Worked with clients to develop company store programs and recognition programs to increase employee morale, increase employee retention etc., company store programs take the form of hard copy catalog and on-line
- Coordinated the development of company website including design, content and ideas
- Performed different levels of graphic design with client logos including minor editing to make print-ready for various printing methods
- Supervised company marketing efforts through various forms of media
- Acted as technical support for all employees
- Responsible for company utilizing technology as a source of business including e-mailing digital artwork to vendors, web presence and offering clients graphic design capabilities and corporate catalog design
- Co-created two international award-winning marketing programs

First Commonwealth Bank

June 1996 – June 1998

Director of Corporate Programs

- Provided marketing and communications support to the entire corporation, which included nine partner banks, a Trust Company, a Mortgage Lending Company and a Data Processing Company
- Assisted with the creation and development of advertising campaigns, including print ads, statement stuffers/brochures and posters; maintained a \$1.5 million budget for corporate advertising; presented advertising objectives and strategies to partner banks; developed marketing schedules
- Authorized bank contributions, sponsorships and advertising for local associations and organizations
- Managed corporate newsletter which was distributed to more than 1,200 employees; redesigned the newsletter on employee feedback; wrote and coordinated newsletter content
- Prepared and presented marketing plans to bank presidents and upper level management
- Acted as company liaison between vendors, printers and advertising agencies and designers
- Developed corporate proposals for product managers

Volunteerism/Involvement

- **2017-Present** Regional Association Council (RAC) Board Secretary & Treasurer
- **2020-present** Board Member Philadelphia Area Promotional Products Association
- **2019 Advisory Committee** PPAI Volunteer Advisory Group Member
- **2019 Board Member** Premier Promotional Group – (Technology Committee Co-Chair, Membership Committee)
- **2018 Mentor** Industry Mentor through Promo Kitchen
- **Speaker** Panel Speaker for industry education events
- **Past President** Three Rivers Advertising Specialty Association (TRASA) – also served as VP, Tradeshow Chair and Education Committee Chair

Awards and Honors

- 2020 TRASA Hall of Fame Inductee
- 2017 Sales Excellence Award, the Magnet Group
- 2017 Supplier Sales Rep of the Year, Philadelphia Area Promotional Products Association (PAPPA)
- 2017 Suppliers Sales Rep of the Year, Three Rivers Advertising Specialty Association (TRASA)
- 1999 Silver Pyramid Award Winner (PPAI)

Education

Indiana University of Pennsylvania (IUP), Indiana, PA
Bachelor of Arts, Journalism/PR – 1996

PPAI, Continuing Education Units (CEU)
Master of Advertising Specialist (MAS)

References

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