

Steven Meyer, MAS

4140 Swan Lake Court. • Midlothian, TX 76065
(320) 260.0910 • steven56201@gmail.com

PROVEN SALES & MARKETING EXECUTIVE

- **Market Analysis**
- **Strategic Planning**
- **Sales Leadership**
- **Key Account Management**
- **New Business Development**

EXECUTIVE SUMMARY

A team-spirited and performance-driven executive with a consistent, successful record of accomplishments in all aspects of supplier management. Career experience is inclusive of new company startups, new product development, operations, staff leadership, sales, marketing and customer service. A proven ability to apply growth strategies, sales/marketing tactics and national contacts to optimize revenue growth and profitability in highly competitive markets.

PROFESSIONAL EXPERIENCE

RiteLine LLC. Dallas, TX

October 2019-March 2020

Writing Instrument supplier to the promotional products industry

VP Business Development/Operations

- Managed onboarding of Office Beacon for 50% savings in order entry process
- Managed onboarding of Office Beacon for similar savings in the Graphics department
- Contributed to sample kit creation and distribution
- Managed Customer Service, Sample department and Art Room
- Maintained 5 Star rating at SAGE, ASI and DC platforms
- Developed new CS training process and manual
- Spearheaded department standard work development
- Worked trade shows and did quotes for large out of catalog jobs
- Created new CS recognition and praise opportunities

RiteLine LLC. Dallas, TX

July 2014- October 2019

Writing Instrument supplier to the promotional products industry

VP Sales

- Contributed to Product selection for new company
- Created and managed distribution of marketing and sampling materials that resulted in 26%+ annual growth
- Wrote Product Safety Charter for company
- Selected, managed and exhibited at national, regional, and key account trade shows..
- Contributed to the design and layout of an award winning catalog for new product introduction.
- Conducted sales meetings and presentations where technical and imprinted product expertise was provided.
- Submitted and won PPAI Supplier Star and Image Awards
- Grew sales from \$0 to \$6MM from 2014 until 2019 (first show ASI Orlando Jan 2015)
- created new product development process

Quick Point Inc., Fenton, MO

July 2013- March 2014

Molded plastic products supplier to the promotional products industry

Director of Sales and Marketing

- Designed New Product implementation process.
- Developed marketing and sampling strategies for Social Media

- Wrote Product Safety Charter for company
- Selected, managed and exhibited at national, regional, and key account trade shows..
- Created new product designs
- Contributed to the design and layout of a Mobile Guide for new product introduction.

Molenaar LLC, Willmar, MN

March 1998 – June 2013

Molded plastic products supplier to the promotional products industry.

VP Sales, VP Sales and Marketing, National Sales Manager, Midwestern Sales Manager

- Hired and trained a nationwide sales force of 8 independent multi-line sales representatives.
- Developed marketing and sampling strategies that resulted in sales increases up to 50%
- Hired a National Sales Manager to effectively manage all key accounts across the United States.
- Selected, managed and exhibited at national, regional, and key account trade shows..
- Managed an inside sales team, which supported both field sales reps and national accounts.
- Assisted in designing and the layout of annual catalog, as well as additional marketing materials throughout the year.
- Conducted sales meetings and presentations where technical and imprinted product expertise was provided.
- Managed pricing policy for all distributor partners.

Thrifty White Drug, Willmar, MN

Nov 1995-May 1998

Retail Drug Store

Store Manager

- As Store Manager was responsible for all aspects of the business
- Developed marketing plans with employees to develop new business
- Involved with community to broaden customer base

EDUCATION

UNIVERSITY OF Kansas, Lawrence, KS

History/Political Science 1973-1977

**PROFESSIONAL DEVELOPMENTS,
ASSOCIATIONS AND
ACHIEVEMENTS**

Promotional Products Association of the Southwest (PPAS)
President 2018

Upper Midwest Association of Promotional Professionals (UMAPP)
President (UMAPP) – 2009

Master Advertising Specialist (M.A.S.) Designation (2003) – Awarded after 170 hours of continuing education, sanctioned by Promotional Products Association International (PPAI)

PPAI Board of Directors – Elected in 2009 to serve 2009-2013

PPAI Chairman of the Board – Elected 2011, served 2012 as Chair and 2013 as Past Chair

As a member of the Board and as Chairman I was intimately involved in several key decisions/events. Notably:

1. The end of OrderTrax – industry search engine/order entry platform
2. The rewriting of PPAI Bylaws
3. The hiring of CEO and President Paul Bellantone
4. The establishment of PRAG and the Green Task force
5. LEAD – the industry annual trip to DC to lobby on behalf of the industry
6. The tradeshow partnership agreement with SAAGNY
7. Town Halls at regional associations across the country with PPAI CEP Paul Bellantone

8. Establishing a new relationship with EPPA and PSI
9. Recruited and appointed industry leaders to Board or committee positions

REFERENCES FURNISHED UPON REQUEST