

# Daniel Moore

Peoria, AZ

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## Experience

### **Omni Channel Regional Manager / Cutter & Buck Apparel – Seattle, WA**

**2018 -2020**

Directed a sales team of independent contractors and employee sales people calling on golf facilities, tournaments, licensed sports venues, team shops, specialty retailers and destination retail. Developed sales plans, quotas and actionable steps to accomplish plans. Collaborated to create online and print marketing resources. Coordinated trade show presence in large scale and regional expositions. Authored and followed a strict T&E budget to develop new business. Created a playbook designed to shift business from being dependent on fashion to a “just in time” replenishment model focused on market winning styles and staff / uniform silhouettes.

### **Sales Executive / HP2 Promotions – Phoenix, AZ**

**2015 - 2018**

Bring new clients into the portfolio of the number one promotional products distributor in Arizona. Negotiate programs to the benefit of the company and the client. Evaluate existing marketing programs and collaborate to achieve measurable results. Consult with clients on product launches, rebranding projects, trade show exhibits as well as special events in numerous industries. Create long lasting relationships with business owners and marketing managers.

### **National Sales Manager of Corporate Division / Antigua Sportswear – Peoria, AZ**

**1998 - 2014**

Developed a successful corporate sales strategy and built an outside sales force to augment our inside sales efforts. Developed and achieved business plan goals within the corporate division.

- Grew Business to \$14,000,000 starting at less than \$5,000,000
- Increased contribution margin in 13 out of 16 years
- Recruited and maintained a sales force of 18 outside sales representatives
- Met sales targets, margin goals and EBITDA objectives

### **Inside Sales Manager of Corporate Division / The Antigua Group – Peoria, AZ**

**1994 – 1998**

Started a corporate sales initiative within a leading golf apparel company. Developed leads, sales strategies and a marketing campaign. Was involved in the development and merchandising of a line that was viable for the corporate market

- Recruited and managed a sales team of 12 inside sales representatives
- Grew business from \$0 to \$2,000,000+ within 18 months
- Was directly involved in all aspects of marketing from catalog development to trade shows to advertising and kept expenses on budget and consistently met or exceeded contribution goals
- Incorporated a cohesive sales strategy that was able to function within the retail oriented company climate

## Skills

- Excellent communication skills
- Ability to resolve problems to the satisfaction of customers and the best interest of the company
- Ability to motivate a sales force as a whole and to be able to relate individually and identify the triggers to bring out the best in a representative
- Great attention to expense management and budgeting
- Able to recognize the big picture and make quick decisions that support the overall goal