

# ROBERT STEFFEK

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## SUMMARY

Accomplished professional with background in retail, ecommerce, relationship management, product safety, and compliance. Demonstrated experience in project management, sourcing, merchandising and team development for retail, distribution, and B2B marketing, resulting in positive business growth. Respected by team members, known for professionalism, dedication to success and commitment to core values. Core competencies include:

- |                       |                            |                      |
|-----------------------|----------------------------|----------------------|
| ■ Vendor Relations    | ■ Brand Compliance         | ■ Product Safety     |
| ■ Product Development | ■ Contract Negotiation     | ■ Sourcing           |
| ■ Merchandising       | ■ Training and Development | ■ Problem Resolution |
| ■ Team Leadership     | ■ Business Analysis        | ■ Quality Assurance  |

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## PROFESSIONAL EXPERIENCE

### **BOOST ENGAGEMENT, LLC, DAYTON, OH**

**2016 – 2020**

Parent company of asi distributor; Shumsky Promotional, Boost Rewards, leaders in corporate branding and employee engagement and Outta The Box Dispensers, LLC.

#### ***Director, Global Product***

Responsible for all aspects of Vendor Communications and Relations including Supplier Approval, Vendor KPI's and Dashboard, Contract Negotiations, Sales Meetings, Problem Resolution and Regulatory and Social Compliance, contributing to annual sales volume of approximately \$30MM from Preferred and Niche suppliers.

- Led initiative to achieve Quality Certification Alliance Distributor Certification
- Managed end-user events including supplier selection, educational seminars, and event branding; attended by approximately 120 clients, generating more than \$100k in directly accredited sales
- Developed Product Safety and Compliance onboarding procedures for over 75 employees, including training and assessment of regulations including PPAI, Product Safety Aware, CPSIA, California Proposition 65, and GDPR
- Managed all 3<sup>rd</sup> Party product testing and factory audit information in collaboration with approved 3<sup>rd</sup> party labs, both domestic and international. Resulted in zero product safety issues or recalls
- Increased spend compliance to network of 49 preferred suppliers from 56% to 72%, resulting in approximately \$250k in volume rebates in 2019
- Achieved Silver status with EcoVadis Universal Sustainability ratings, with score increase of 11 points, from 55<sup>th</sup> to 78<sup>th</sup> Percentile in 3 years through the development of company-wide policies and best practices
- Participated as consultant and brand ambassador at major client on-site events in the United States and Canada

- Directed creation of Boost Engagement Corporate Social Responsibility Report to demonstrate Boost Engagement commitment to local and global environmental and social concerns
- Member of GBCAT (Global Business Coalition Against Human Trafficking), focused on SME Toolkit for Identifying and eradicating human trafficking in the supply chain

**FRANKLIN RETAIL SOLUTIONS, WEST ROXBURY, MA****2013-2016**

Leading provider of in-store intelligence, merchandising, and marketing services to the sports, outdoor, fitness and health industries

**Director, Visual Merchandising**

Reported to VP-Operations as liaison between global brand clients including NIKE, Under Armour, and Adidas, and the FRS Field team to deliver brand compliant implementation of directives resulting in increased product sell-through

- Designed, implemented, and executed targeted, structured training for merchandising staff of 500+ independent contractors to ensure consistency to client standards across the United States
- Remote-based position with approximately 50% in-field travel requirement
- Collaborated with FRS President and prospective clients in discovery, needs, and program development resulting in incremental business more than \$250k
- Collaborated with Client and Business Development to develop and implement two nationwide Store Audit projects in retail chains of 140 and 54 stores, respectively

**THE HUBERT COMPANY, HARRISON, OH****2006 – 2012**

Industry leading provider of store fixtures, merchandising products, and operational supplies for retail stores in the United States

**Director of Merchandising and Brand Management – RETAIL RESOURCE**

Directed and provided oversight of ecommerce, print, and supplemental publications including content, product selection, SEO, pagination, and imagery, leading to double-digit comp sales and profit margin growth

- Developed all promotional calendars and ecommerce messaging to ensure consistent brand compliance across all media
- Traveled domestically as well as Europe and Asia in pursuit of emerging trends and inspection of current and prospective manufacturing facilities

**EDUCATION**

BA, Communications – University of Wisconsin – Green Bay  
Seminars – Direct Marketing Association

**AFFILIATIONS**

PPAI – Promotional Products Association International: Product Safety Aware  
QCA – Quality Certification Alliance  
ICPHSO – International Consumer Product Health and Safety Organization  
GBCAT – Global Business Coalition Against Human Trafficking

**COMMUNITY INVOLVEMENT**

Dayton Art Institute Associate Board, Class of 2016