



# Michael Hutchinson

## Sales & Marketing Executive

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**Dynamic, result-focused sales and marketing professional with 26 years of successful sales experience** in diverse selling backgrounds, ranging from a Fortune 500 company to promotional products.

**Outgoing, personable relationship builder who excels at providing an outstanding sales and customer service experience to clients.** Positively impacts client perception through creative marketing campaigns, client-focused selling and education.

### Professional Experience

**Showdown Displays** – Brooklyn Center, MN 2017–2020

*Global leader in lightweight, portable signs and displays.*

#### SALES MANAGER - TRI-STATE TERRITORY

- **Strengthened key distributor relationships through multiple sales initiatives.**
- **Developed an in depth understanding of distributor's client base and selling strategies in order to maximize all sales opportunities.** Initiatives includes identifying key client projects and selling cycles, merchandising company stores, suggestively selling programs and creating targeted buying group sales promotions.
- **Increased sales in the Tri-State territory through developing strong and enduring relationships with Distributors.**
- **Provided attentive and meaningful sales service to create proactive selling opportunities.** Mediums included, in office distributor sales presentations, virtual images, Powerpoint presentations, end-user calls, product education, distributor self-promotions, incentive- based pricing and rebate programs.
- **Actively participated in all industry trade shows and peer-to-peer education** including all National shows, SAAGNY regional shows and distributor end-user events.

**Hutchinson Marketing** – Brick, NJ 1996–2016

*Multi-Line supplier representative firm in the Promotional Industry.*

#### VICE PRESIDENT – MULTI-LINE REPRESENTATIVE

- **Managed all aspects of running a small business that provides sales representation to the leading suppliers** in the promotional products industry. Represented multiple five-star suppliers. Suppliers included Showdown Displays, Larlu, ADG Group, Sabina, Atchison Bag, Maglite, Advance Awards,

### TARGET ROLE

Regional Manager | Sales & Marketing

### EXPERTISE

#### Executive Leadership

Account Management  
Marketing Strategy & Execution  
Cross-Functional Leadership  
Strategic Partnerships  
Client Relationship Management

#### Marketing & Commercial Sales

Competitive Analysis/Intelligence  
Global Products, Markets, & Channels  
Product, Service & Brand Innovation  
Consumer Insight  
Integrated Marketing  
eCommerce & Digital Marketing

### EDUCATION

#### Bachelor of Arts

*Communication*

University of Maine, Orono, ME

#### Undergraduate Coursework

Gettysburg College, Gettysburg, PA

### PLATFORMS & PROFICIENCIES

#### CRM

Salesforce

#### VIRTUAL MEDIUMS

Zoom  
Microsoft Teams  
Skype  
Various Webinar Platforms

#### PROGRAMS

Powerpoint  
Word  
Excel

Vitronic/Four Seasons.

- **Developed a marketing plan that resulted in multiple year sales growth in the Northeast territory.** Achieved increases over prior year of 38% in 2010, 45% in 2011, 22% in 2012, 30% 2013.
- **Created selling opportunities through the development and maintenance of strong, loyal client relationships.**

## **PROFESSIONAL EXPERIENCE** (Continued)

**VICE PRESIDENT – MULTI-LINE REPRESENTATIVE | Hutchinson Marketing** (Continued)

1996–2016

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- **Increased sales through the use of several different selling platforms** including in-person sales presentations, webinars, utilization of social media, national and regional trade show presence, networking and education event attendance.
- **Formed strategic alliances with professional associations on regional and national levels** to create selling opportunities.
- **Maintained all financial records and accounting for the business.** Increased profitability through a focus on return on investment and development of additional income opportunities.
- **Recognized as a member of the 'Rep Group of the Year'** (2010, 2011).

## **Vitronic – Mason, Ohio**

1995–1996

*Promotional product company which is now part of the promotional supplier Imagen Brands.*

### **NORTHEAST TERRITORY MANAGER – VITRONIC PROMOTIONAL GROUP**

- Responsible for increasing sales in 10 states: ME, NH, VT, MA, NJ, NY, RI, PA, CT and MD.

## **ADP – Parsippany, NJ**

1994–1995

*American provider of human resources management software and services supporting 860,000+ businesses from small business to global enterprise in 140 countries.*

### **DISTRICT MANAGER**

- **Held responsibility for selling payroll services for small companies with 1-99 employees.**  
Targeted small companies to promote ADP for the management of payroll, filing taxes and delivering employee checks to the business.
- **Achieved 10% growth in the territory.**
- **Increased sales with small companies located within my territory by planning and implementing individual sales routing** to maximize revenues.
- **Developed relationships and network with key decision makers** to increase business by joining local clubs and (e.g. Parsippany Chamber of Commerce).