Mike Rothstein

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VP of Sales

*Highly accomplished business strategist with proven record of sales management selling into major chains and distributors to produce transformative growth*.

Strong leadership for all facets of business development, managing core business, revenue, and sales goals to meet forecasts and drive territory expansion. Success in multiple sectors including Consumer Electronics, Big Box Retail, Sporting Goods, and online.

— Areas of Expertise —

National Account Management | Brand Management | New Businesses Development

E-commerce | Product Knowledge | Negotiations & Contracts

Consumer Education | Strategic Partnerships | Branding

— Career Accomplishments —

Generated $350+M in sales to more than 300 accounts.

Top-ranked sales executive with expertise in national account management.

Managed strategies for profitable relationships with Amazon, Apple Stores, Best Buy, Big Five, Big Lots, Costco, Target, Walmart, CVS, and Staples.

Professional Experience

Consumer Electronics Amer Sports Ogden, UT

**National Account Manager** 2018 to Present

Oversee development and implementation of growth strategies for company with internationally recognized brands including Salomon, Arc’teryx, Peak Performance, Atomic, Suunto, Wilson, and Precor. Driving force behind marketing plans, establishing sales objectives, and building mutually beneficial partnerships with client portfolio to expand product distribution and reinforce branding.

*Key Accomplishments:*

* Forged partnerships with Target, Costco, and Best Buy to establish company’s first Consumer Electronics accounts.
* Launched strategy to expand national account CE divisional sales, capturing 5 new clients and generating $1M in new business.
* Guided multi-pronged approach to penetrate territory and grow market share, increasing CE sales by 100% in less than one year.
* Client portfolio included: Walmart, Target, Sam’s Club, Macy’s, Costco, Micro Center, Hudson News, B&H, BJ’s Warehouse, and Best Buy.

West Coast GWP, Best Buy Richfield, MN

**Strategic Account Manager** 2017 to 2018

Proactively managed CRM and implemented strategies to develop innovative programs for new verticals, engaged with portfolio of 500 clients. Administered multiple approaches to create relation-ships with potential customers, cold-calling 25 new companies per day.

*Key Accomplishments:*

* Spearheaded West Coast expansion of Gift with Purchase program to Solar, Auto, Furniture and Real Estate verticals growing revenue by 40% in 1 year.
* Educated clients on use of company program to increase sales of store products and boost foot traffic by 25%.
* Client portfolio included: Ashley Furniture, Bass Pro, Leslies Pool, and Bed Bath and Beyond.

Think Active! LLC San Marcos, CA

**Manager, Consumer Product Sales and Marketing** 2011 to 2017

Essential contributor to continued growth driving sales and ongoing revenue, developing tactical and strategic approaches to improve sales effectiveness of business team. Capitalized on growth opportunities and management of product life cycle, sales channels, and trade show planning.

*Key Accomplishments:*

* Chief strategist behind "As Seen on TV" campaign with pre-launch sales of $10M.
* Guided strategy to grow multiple E-tailers in lawn and garden category, contributing $2M to drop ship program.
* Secured lucrative client relationships with eight new national accounts in 11 months*,* generating $3.2M in sales.
* Managed costco.com account to produce 80% increase in drop ship business over 10 months, laying ground for private label development at store level.
* Client portfolio included: Ace Hardware, Big Five, Big Lots, Home Depot, Staples, Ross Stores, Wayfair, CVS, Dick’s Sporting Goods, Dollar General, Dollar Tree, and Fred Meyer.

Innovative Knowledge San Jose, CA

**VP of Sales and Marketing** 2001 to 2011

Managed strategic relationships with top client portfolio, overseeing product forecasting, negotiating pricing and terms, and identifying new revenue opportunities. Provided deep understanding and analysis of market, driving revenue stream of $8M a year. Led sales team to 10 straight years of profitability and growth in market share.

*Key Accomplishments:*

* Increased customer base by 40% and expanded market share by 20% in one year.
* Established IK as Educational Software Company in all Apple Stores, producing sales of $800K.
* Created relationship with Amazon.com as one of first download partners, producing 40% growth in revenue.
* Driving force behind negotiations for licensing deal, producing instant brand recognition and 30% growth in market share.
* Managed strategy and launch of private label program with Office Depot—100% jump in Back-to-School revenue.
* Client portfolio included: Amazon, Apple Stores, Best Buy, Costco, Fry’s, Game Stop, Office Depot, Office Max, HHGREGG, and Target.

Education

**Social Media Marketing Certificate**

Social Media Marketing University—Atlanta, GA

**Associate of Arts Sales and Marketing**

Normandale Community College—Bloomington, MN

**Marketing and Advertising Coursework**

University of Minnesota-Twin Cities—Minneapolis, MN