

Brent A. Meyers

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Senior Sales CPG Management Executive & Global Business Change Agent Consumer Products | Business & Client Development | Key Account Management

Senior sales management executive with 22 years of experience driving explosive revenue growth and high-impact sales in varying industries. Exceptional international business acumen with comprehensive knowledge of branding, leading cross-functional teams, and utilizing consultative sales approach to penetrate target markets. Strong record of performance in creating innovative solutions through superior client service. Bilingual in English and Spanish.

- **Skilled at communicating and driving relevant CPG business concepts and trends** for large global corporations and start-ups.
- **Track record of driving high-revenue growth** through high-volume sales transactions and structural process optimization.
- **Trusted leader that meets and defines goals and project commitments** while exceeding client and business expectations.
- **Demonstrated expertise in re-engineering business processes** and leveraging best practices for continuous improvement.

PROFESSIONAL EXPERIENCE

VP Global Sales | LIFESTRAW, Baltimore, MD (March 2022 – Present)

Currently managing \$60M in annual revenue and overseeing all global sales channels (retail and ecomm) including North America, Europe, Africa, and Asia.

- Key retail partners include REI, Costco, Bass Pro, Dick's Sporting Goods, Target, Crate & Barrel, Amazon, Ace, Walmart, Sam's and approximately 1300 specialty/independent retailers.
- Directly managing all internal and external sales personnel (including 10 internal reports, 20 international distributors and top tier/key customers).

Senior Director of Sales | Tervis, Venice, FL (June 2019 – March 2022)

Directly managed \$39M + in annual revenue and all P&L responsibility for Hardware, Outdoor, Gift, and Military retail channels. Key retail partners include Home Depot, Ace Hardware, Lowes, Menards, True Value, Bass Pro/Cabela's, Walmart, REI, Camping World, West Marine, FGL, MEC, AAFES, along with thousands of independent/ specialty retailers in North America.

- **Sales Initiatives:** Introduced strategic sell-in initiatives for multiple channels, including hiring, managing, and training of 40 independent sales representatives, along with a complete internal reconstruction of the Tervis retail business unit.
- **Revenue Growth:** Increased total revenue by 15% within first 12 months of employment. Despite global challenges during 2020, achieved 17% revenue growth above targeted forecast. Restructured existing company sales strategy to include best in class territory representation, retail servicing and account management, yielding 38% YOY revenue growth in 2021.

National Sales Manager | HYDRAPAK LLC, San Francisco, CA (April 2016 – June 2019)

Directed all sales related duties, including budget management, hiring, forecasting, managing internal sales team, profit margin/growth, trade shows, and competitive analysis. Managed retail distribution network of over 2000 doors.

- **Immediate Revenue Growth:** Increased revenue by nearly 50% within first 10 months of employment by creating value added sales programs, retailer retention programs, rep incentive programs and client/relationship development. Rapidly increased market share and new retail doors with 40% increase in retail customers over previous year. Achieved overall revenue growth of 40% in 2017, 47% in 2018, and 51% for 2019. Total revenue for 2019 achieved: 16M.
- **Business Development:** Sold, developed, and managed relationships with key retailers, including REI, Target, Bass Pro, Cabela's, LL Bean, MEC, Dick's, Whole Foods, West Marine, EMS, Meijer, Scheels, FGL, Sportsman's Warehouse and Amazon.
- **Training & Business Leadership:** Hired, managed, and trained 22 independent sales agencies for North American Sales coverage/representation.

National Sales Manager | BMC SWITZERLAND, San Diego, CA (2010 – 2016)

Directly managed national sales and service team in building network of over 500 top-tier retailers for Swiss bicycle company specializing in manufacturing and distribution of premium bicycles.

- **Go-To-Market Strategy:** Increased retail sell-through by 150% through creating unique sales and go-to-market strategy that provided convenient purchase locations for end users while protecting retail territories and preserving brand value.
- **Sales & Marketing Success:** Developed sales presentations and value-added sales programs targeting independent retailers with annual revenues between \$500K and \$30M. Secured 100 points of top-tier retail distribution within 6 months resulting in surpassing revenue goals 3 months ahead of schedule, including maintaining 90% retailer retention from launch to present.
- **Business Development & Leadership:** Oversee and manage new product and division launch encompassing sales strategy, budget analysis, hiring, implementation and aftermarket service planning.
- **Strategic & Tactical Planning:** Established national sales division and strategically grew sales revenue from \$0 to \$10M within 3 years. Created sell-through sales tracking procedures to accurately measure market growth, service satisfaction, and individual retailer needs. Continuously met and/or exceeded quarterly sales goals through targeted sales tactics, unique dealer support events, and end-user ambassador programs.

Director of North American Sales & Service | HERO MOTOCORP (UM), San Francisco, CA (2007 – 2010)

Developed and managed sales and service strategy to create North American market for global transportation solutions entity. Facilitated profitable relationships with mass merchant and specialty retailers.

- **Training & Program Development:** Recruited, trained, and managed over 20 nationwide sales and service representatives. Implemented and maintained internal sales and service budgets. Developed sales presentations, targeted retailer programs, and reengineered ROI analysis for retail network resulting in increased sales, revenue, and brand awareness.
- **Market Growth:** Expanded market reach and surpassed new retail market share goal by 250%. Secured 300+ new points of retail distribution within first year. Grew sales revenue from \$0 to \$7.5M (150% over forecasted sales) in just under 3 years.

Senior Account Executive | RENT PATH (CONSUMER SOURCE/PRIMEDIA), Bethesda, MD (2005 – 2007)

Marketed and sold print and online advertising solutions for leading publisher and distributor of free print and online media guides, distributing over 26 million guides annually, through 50,000 distribution points to diverse market sector.

- **Strategic Business Development:** Created and presented innovative and targeted strategies for current and prospective clients that focused directly on their business needs and objectives. Properly communicated product and services value while focusing on past proven results, competitive comparisons, needs of the client, and valid ROI goal.
- **Awards & Recognition:** Achieved #1 ranking as national salesperson (out of 250) after 10 months in territory. Maintained ranking for remainder of employment. Served as member of President's Club and met one-on-one with CEO/Chairman to devise and implement new company-wide sales policies and procedures.
- **Sales Success:** Attained over \$5M annually in sale campaigns with record-breaking rate of 250% over quota.
- **Client Development:** Developed high-revenue corporate accounts with region's largest home builders and developers through effective research, cold calling, networking, and professional sales presentations.

Director of Customer Relations | WAVE CREST LABORATORIES LLC, Dulles, VA (2004 – 2005)

Established fully functional and operational service department for global entity specializing in development and commercialization of advanced electric propulsion and drive systems for consumer and industrial applications.

- **Business Leadership:** Developed and implemented innovative support systems for network of 150+ retail dealers. Administered \$1.5M annual department budget and implemented tools to measure cost versus value.
- **Customer Relationship:** Reviewed customer strategy and product failure issues with engineering and quality departments resulting in 30% reduction in quality issues and improvement in overall customer satisfaction (94% rate) through development and implementation of 24-hour technical assistance, customer-friendly processes, and easy-to-use policies.

EDUCATION & TRAINING

Bachelor of Science in Advertising – Kansas State University, School of Mass Communication & Journalism

Additional Training: Dale Carnegie Sales and Leadership Training • American Management Association (AMA) Executive Management Training • Conflict Resolution and Sales Planning • Karrass Negotiation Training

Membership/Affiliations:

Big Brothers • Kappa Sigma Fraternity • National Association of Sales Professionals (NASP)

