

# BRIAN T. MAGGIO

## Sales Leader | CPG Specialist

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## PROFESSIONAL PROFILE

Growth-oriented CPG business leader with extensive experience in grocery, specialty, and mass channels. Considerable experience in all facets of the selling process, marketing, and product line management. Managing P&L with annual OPEX budgets from \$6M to \$300M in both established and startup environments. Involved in seven mergers & acquisitions ranging from \$4M to \$370M. Well versed in sales & operations planning (S&OP), new market exploration, strategic selling, distribution, forecasting, and category analysis. Deep understanding of the product development process in packaged goods, and go-to-market planning.

## CORE COMPETENCIES

- Negotiation and creative solution selling
- Omnichannel account and team management
- Seasonal product launches aligned to retail calendar
- Data analytics using NPD, POS, and industry feeds
- Setting pricing, sales budgets, metrics, and forecasting
- Leading cross-functional teams in matrix environment
- Category management driving merchandising and planogram decisions
- Presenting product and vision to customers and constituents
- Managing and developing a high performing sales team

**Diverse Account Experience:** Kroger, Costco, Wegmans, Independent Specialty, Walmart, Target, Amazon, Cabela's, Barnes & Noble, Hot Topic, Michael's, Cracker Barrel, GameStop, Best Buy, Kohls, Meijer, Fred Meyer, Hallmark, AAFES, Pottery Barn Kids, Safeway

**Category Expertise:** Paper Products, Pet Care, Performance Apparel & Footwear, Toys & Collectibles, Board Games, Video Gaming Accessories, Licensed Products,

## WORK EXPERIENCE

POWERA GAMING, Woodinville, WA

2016 – 2022

*\$285M global gaming peripherals company with 100 employees that designs and manufactures chargers, controllers, and cases for XBOX, Nintendo, and Playstation. Privately held until acquired in Dec 2020.*

### Divisional Vice President

- Directly responsible for leading Sales, Marketing, and Product Management teams, with nine direct reports supporting Specialty and Mass retail channels.
- Maximized divisional contribution as we grew from ~\$50M in 2016 to \$285M in 2021, through aligning all key functions (Prod. Dev., Ops, Finance, Marketing, Sales) to new markets and growth opportunities. EBITDA improved from ~10% in 2016 to over 20% in 2021.
- Executive partner to business owner; driving presentations of all key product launches at retail, as well as presenting key initiatives and P&L reviews to exec team, investors, and Board members.
- Responsible for Key Account strategy and planning to maximize Market Development Funds (MDF) and reducing investment spending by 25%.
- Drove development and implementation of new comprehensive forecasting system so stakeholders in Sales, Finance, and Ops all have immediate and accurate data to drive decision making reducing surplus inventory (OSMI) by 60%.

RENEW SALES & MARKET DEVELOPMENT, Everett, WA

2008 – 2016

A focused sales & new business development consultancy / sales representation agency, hired to build new markets for small to mid-sized Collectible, Toy, and Game companies.

**Owner / Principal**

Founded Renew to help new and emerging businesses gain a foothold at retail, catering predominantly to Toy, Game, and Collectible companies.

- Role included Strategic Sales consulting, fractional VP assignments, and National Account management as needed for 8-10 clients, including:
  - Pokemon, Pressman Toy, Thoughtful Toys, Djeco (France), FindIt Games, Identity Games Int'l BV, Funko, and Kidrobot
- Secured \$44M of incremental revenue on behalf of our clients at Barnes & Noble, TRU, Target, Bed Bath & Beyond, amazon.com, Hallmark, and major catalogs.
- Developed a direct import program increasing retail margins by 20% for key accounts including National Geographic, Hot Topic, and Barnes & Noble.
- Managed China sourcing for multiple clients, developing over 15 SKUs and decreasing costs ~20%.

CRANIUM, INC., Seattle, WA

2007 – 2008

Award-winning \$67MM game company in the mass market & specialty channels, acquired by Hasbro in 2008.

**Director of NA Sales**

- Recruited by founder to professionalize the sales effort in a dynamic time for the business.
- Led outside sales team of Mass and Specialty Toy reps while positioning company for acquisition.
- Personally sold to Target, Walmart, Kohl's, KB Toys, Starbucks, amazon.com, Fred Meyer, Meijer, TJ Maxx, Borders, Barnes & Noble, and other regional retailers.

FRONT PORCH CLASSICS, INC., Seattle, WA

2004 – 2007

VC-funded startup in the games and family entertainment category. Acquired by Sababa Toys in 2007.

**VP Sales**

- Increased sales from \$2.8M to \$8M+ in three years, while keeping sales expenses flat. Grew account base from 500 active accounts to 4,100 during same period.
- Reorganized Inside Sales team reducing staff by 75% and saving \$400K, while improving retail contact through field representation.
- Recruited and hired network of 200+ independent Sales Reps across market segments (Toy Specialty & Independent Gift).

W. L. GORE & ASSOCIATES, **Key Account Management** (Nike & The North Face) for Outdoor Apparel

RALSTON PURINA COMPANY, **National Account Leader** (Target) in Pet Care category

KIMBERLY CLARK CORP., **Outside Sales & Customer Service** in consumer products / grocery division

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**EDUCATION AND TRAINING**

**Bachelor of Arts**, Business Administration, UNIVERSITY OF NOTRE DAME

**Strategic Selling and Large Account Management Process (LAMPS) training**, Miller Heiman