

# WILLIAM SCOTT

213-555-7488 • [LinkedIn](#) • wscott9@gmail.com

## SALES MANAGEMENT EXECUTIVE

### BUSINESS STRATEGY • SALES LEADERSHIP • TEAM DEVELOPMENT

- Business Development
- Strategic Sales Planning
- Mentoring & Coaching
- C-Level Presentations
- Pipeline Management
- Contract Negotiation
- Consultative Selling
- Sales Training
- Business Operations

**Highly accomplished sales management and business development leader** with extensive experience creating business strategies that consistently exceed revenue expectations. Significant experience building, training, and leading sales teams to deliver optimum results. A persuasive communicator with the ability to motivate sales representatives, formulate sales-winning strategies, build client relationships and close key large and national account sales.

## PROFESSIONAL EXPERIENCE

### National Sales Manager

2023 – present

General Products – Santa Monica, California

- Led team of 9 Sales Directors and reported to CEO; sales and distribution responsibility for this multi-brand company for the southwest region.
- Increased 2018 annual volume by over 85% and revenue by over 185%, netting an additional \$4.5 million in revenue over previous year.
- Closed over 300 new placements for products in Albertsons, Fry's, AJ's, Walgreens, Smiths, Home Depot, Kroger, Costco, Shop-Rite, and Phillips.
- Increased distribution sales to highest revenue year in history, exceeding \$20 million in 2024.

### Regional Sales Director

2019 – 2023

Watson Widgets – Anaheim, California

- Set the strategic and tactical direction for all products, responsible for exceeding sales objectives through a distributor network in the Arizona, Nevada and Hawaii markets.
- Actively manage performance for 120,000 units while managing a \$2 million annual budget.
- Improved regional performance, delivering a 10% increase in depletion performance and 3% higher average price to consumer compared to the national average.
- Achieved double the rate-of-sale increase per point of distribution in region compared to the national average, averaging a 10% increase compared to national average of 5%.

### Sales Director — West & Midwest

2016 – 2019

Orangewood Corp – Orange County, California

- Managed \$10 million budget and 5 direct reports across 13 states, responsible for US sales and marketing efforts in partnership with over 130 wholesalers.
- Doubled the rate-of-sale increase per point of distribution in region compared to the national average, with the west averaging a 10% increase compared to the average of 5%.
- Identified high-profit opportunities in affinity business; developed and delivered marketing plans to brokers and captive agents, outlining growth and benefits of selling products.
- Led division that was top national performer for 5 years running, with CAGR of 10%.

**Regional Manager – Central Region**

2013 – 2016

1234 Company USA – Irvine, California

- Managed a team of 9 District Managers and Account Representatives; developed and cultivated wholesale distribution accounts across 5 states.
- Managed a \$3.25 million marketing budget; generated a 10-24% return on investment for national email and webinar based marketing campaigns.
- Realized \$31 million in annual revenue and \$6 million in gross profit, 129% of plan.
- Improved regional portfolio by approximately 10% CAGR for four years consecutively.
- President's Award winner; Team Ball Award recipient; Territory Growth of the Year Award (2x).

## EDUCATION & TRAINING

**Bachelor of Arts in Business Administration**

Colorado State University – Fort Collins

**Certificate**, *Dale Carnegie Sales Training*

**Advanced Certificate**, *Bob Brown Sales Management Systems*

**Certificate**, *Leadership 360 Sales Training*

**Certificate**, *Lindsay Sales Scholars*

**Business Leadership Certificate**, *Advanced Sales Management Strategies*