

DARYL FEDER

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REGIONAL SALES MANAGER

Dynamic sales executive with 20+ years of experience and a history of delivering substantial sales growth (multimillion dollar, 100%+). Strategic thinker adept at analyzing market opportunities and developing / implementing plans to generate new business. Record of efficiently directing sales organizations and maintaining alignment with budget, revenue, and customer satisfaction targets. Diligent team leader with proven ability to cultivate C-level relationships with major accounts and to leverage a unique blend of managerial, closing, presentation, international business expertise.

Sales Management • New Business Development • Strategic Planning • P&L Management
Account Management • Client Relations • International Business • Revenue Growth
Customer Relationship Management (CRM) • Budget Management • Operations
Presentations / Reports • Territorial Sales • Market Analysis • Proposals

PROFESSIONAL EXPERIENCE

WIKOFF COLOR CORPORATION, Fort Mill, South Carolina • 2005 to 2009

Premier manufacturer and seller of printing ink for packaging. \$127M in annual sales.

Western Regional Sales Manager

Direct sales operations and factory / sales team members for the Western U.S. and Canada. Devise and implement strategies to maximize revenues and customer satisfaction. Generate business from established and new customers. Spearhead initiatives to penetrate new markets. Identify prospects and prepare / deliver multimillion dollar proposals. Develop budgets and P&L reports. Cultivate productive relationships with clients.

Specific Accomplishments

- Increased annual revenues in the wine capsule segment from zero to \$1.2M.
- Won the business of Ampac and grew yearly sales from zero to \$800,000.
- Secured new relationships with customers including Portco, Deluxe, and Lithotype.
- Maintained strong relationships with key accounts such as Maverick, G3, Sparflex, and Superior Tag & Label.

FLUID INK TECHNOLOGY, Moorpark, California • 2002 to 2005

Prominent printing ink firm focusing on the packaging market. \$30M in annual revenues.

National Account Manager (2003 to 2005)

Oversaw national sales operations (in collaboration with other national account managers) and 7 mission-critical accounts; managed program to develop new business in Texas. Built strong relationships with internal and client senior management. Created and deployed plans to drive U.S. sales and to position the sales team to improve closure rate. Reviewed sales / P&L metrics and produced reports. Wrote / delivered sales proposals.

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FLUID INK TECHNOLOGY (continued)

Specific Accomplishments

- Doubled YOY sales from managed accounts in 1st year (from \$1.3M in previous year to \$2.7M in 2003) and nearly tripled sales (from \$1.3M to \$3.5M+ from 2003 to 2005).
- Captured the business of PakSher, Overwraps, Specialty Container, Deluxe Packaging, and Emerald Packaging.
- Managed major accounts including Shields Bag, National Envelope, and Mohawk Plastics.

Northwest Sales Manager (2002 to 2003)

Directed sales operations for Northern California, the Northwestern U.S., and Canada. Analyzed markets, established sales budgets and profit targets, and developed strategies to achieve or outperform goals. Leveraged PowerPoint to create and deliver sales presentations.

Specific Accomplishments

- Grew annual territorial revenues nearly 100% (from \$700,000 to \$1.3M) during 1st year.
- Won new accounts such as Mohawk Plastics, Emerald Packaging, Shields Bag, and Sealed Air.

SUN CHEMICAL, Northlake, Illinois • 1990 to 2002

Industry leader in the production and distribution of printing ink for packaging. \$1.6B in annual sales.

National Accounts Manager (1993 to 2002)

Oversaw a national sales organization, 33 key accounts, and 7 West Coast team members with emphasis on Western U.S., Mexico, and Canada. Cultivated strong C-level client relationships.

Specific Accomplishments

- Drove annual sales from \$6.8M in 1993 to \$19M+ in 2001.
- Increased U.S. West Coast yearly sales from ~ \$3M in early 1990s to ~ \$12M in 2001.
- Managed numerous major accounts: Huntsman Packaging, Pioneer Balloon, Ellehammer, Shields Bag, Cello Bag, and Zimmer / Customer-Made.

Packaging Sales Director (1991 to 1993)

Technical Marketing Director (1990 to 1991)

EDUCATION

Coursework in Business Administration
Yuba College, Marysville, California

ADDITIONAL DEVELOPMENT

Edward Deming Graduate, Total Quality Management, 7 Habits of Highly Effective People
Statistic Process Control, The Art of Selling, ZAPP – The Lightening of Empowerment

PROFESSIONAL AFFILIATION & COMPUTER SKILLS

Flexographic Technology Association, Microsoft Office

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Dear Sir / Dear Madam:

With a proven record of substantially increasing sales / revenues (multimillion dollar, 100%+), I am proud to have established myself as a successful regional sales manager. Combining expertise in new business development, strategic planning, account management, budgeting, and P&L management, I am now seeking the opportunity to bring 20+ years of experience to your organization.

Over the course of my career, I have created value by leading high-performing sales teams, by assessing markets / prospects and developing winning strategies, by building productive business relationships and satisfying customers, and by leveraging a unique depth and breadth of management, closing, and international business skills. A sample of key contributions includes:

- Drove overall annual sales from \$6.8M to \$19M+ and increased U.S. West Coast yearly sales from ~ \$3M to ~ \$12M.
- Doubled YOY sales from managed accounts in 1st year (from \$1.3M in previous year to \$2.7M in 2003) and nearly tripled sales (from \$1.3M to \$3.5M+ from 2003 to 2005).
- Captured the business of PakSher, Overwraps, Specialty Container, Deluxe Packaging, and Emerald Packaging.
- Increased annual revenues in the wine capsule segment from zero to \$1.2M.
- Won Ampac account and grew yearly sales from zero to \$800,000.

For a more detailed presentation of my skills and background, please review the enclosed resume and feel free to contact me at your earliest convenience. Thank you for your time and consideration, and I look forward to speaking with you soon.

Sincerely,

Daryl Feder