**Michael Rose**

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**Global Sales, Manufacturing and Distribution**

Domestic & International Sales | Marketing & Branding | Supply Chain Management | Distribution

**SUMMARY**

Dynamic and results-oriented Sales and Distribution executive with over two decades of experience leading sales teams to unparalleled success within multimillion-dollar organizations. A strategic leader, leveraging extensive senior management expertise in U.S. and international B2B, retail, private label, and e-commerce sales. Proficient in driving operational excellence, optimizing performance, and fostering cross-functional collaboration to achieve key performance indicators (KPIs). Skilled in market expansion initiatives and adept in contract negotiations. Demonstrated proficiency in aligning business strategies with organizational objectives, utilizing a diverse skill set encompassing strategic planning, change management, talent development, onboarding and training, business development, and client relationship management. With a consistent and proven track record in identifying and capitalizing on key corporate partnership opportunities.

Seeking a senior leadership position where my expertise in driving operational efficiency, boosting sales profitability, and guiding teams toward unparalleled success can be fully leveraged in a dynamic business environment.

**STRENGTHS & EXPERTISE**

Business Development • Strategic Planning • Forecasting • Sales • eCommerce • B2B • Retail • Private Label • Marketing • Branding • Supply Chain Management • Compliance • Vendor & Supplier Relations Customer Relations & Retention • Customer Experience (CX) • Budget Administration • Cultural Sensitivity • Cultural Adaptation • Talent Development • Onboarding & Training Professional Development • Staff Turnaround Leadership • Collaboration • Change Management Documentation & Reporting Presentation • Public Speaking

**PROFESSIONAL EXPERIENCE**

**TERRAIN HEALTH**

 Director of Sales and Distribution | 2022 – Present| Ridgefield CT

**Distribution and Supply Chain Strategy Development:**

* Developed and implemented comprehensive distribution and supply chain strategies for a multimillion-dollar nutraceuticals company to achieve sales and revenue targets to expand market share across all 50 contiguous U.S. states and Canada, delivering high-quality products.
* Led strategic initiatives for 50 SKUs of supplement products in the U.S., directly distributing across 20 states.
* Secured exclusive distribution rights for two international brands across three marketing channels.

**Network Optimization:**

* Oversaw wholesale, retail, e-commerce, and specialty merchant networks, as well as third-party distributors, to optimize product availability and market saturation.

**Inventory Management and Technology Integration:**

* Engaged inventory management systems and e-commerce platforms to streamline distribution processes, enhance productivity, and leverage technology for business growth.

**Supply Chain Oversight:**

* Built and maintained strong relationships with key distribution accounts within the alternative healthcare sector and other strategic partners to drive business growth and ensure mutual success.
* Analyzed market trends, competitor activities, and client feedback to identify opportunities for product supply differentiation and distribution optimization strategies.
* Upheld regulations related to product handling and distribution.

**Business Development:**

* Cultivated, managed, and retained relationships with key accounts within the holistic and alternative healthcare community, such as eCommerce sites Rhizohealthus.com and Medicorerx.com, along with TerrainHealth.org, and other major industry stakeholders to drive business growth and ensure optimum customer experience.

**Strategic Sales:**

* Created and implemented effective targeted strategies such as market segmentation, pricing, brand awareness, and promotions to increase market penetration and expand profits.
* Successfully captured one million dollars in sales in less than 15 months through a strategic eCommerce partnership with Medicorerx and a targeted marketing campaign across all social media platforms.

**Collaboration and Customer Experience:**

* Partnered with sales teams to ensure distribution initiatives align with overall company goals.
* Worked with cross-functional internal cohorts within sales, marketing, and operations to ensure distribution strategies support business priorities.
* Established and executed a customer-centric plan centered on understanding client needs, preferences, and market focus to develop a customized distribution blueprint that aligns with sales initiatives to deliver exceptional customer experiences and foster long-term relationships.

**FORSYTHE COSMETICS**

Director of US and International Sales | 1995 – 2022 | Freeport, NY

**Business Development and Strategic Alliances:**

* Attended 20 annual domestic and international cosmetic trade shows and distribution events, including Cosmoprof in Las Vegas, Nevada, and Bologna, Italy, to cultivate new business opportunities.
* Established, secured, and nurtured major accounts such as Walmart, Five Below, Whole Foods, Meijers, Albertsons, Target, Ross Stores, Publix, and TJ Maxx.
* Identified additional growth opportunities within four distribution channels across all 50 contiguous U.S. states and 70 countries, including territory partnerships in North America, South America, the Middle East, and Europe.
* Designed corporate strategies encompassing market segmentation, pricing strategies, promotions, and distribution to maximize revenue and market share, negotiating and supervising partnership and distribution contracts for organizational benefit.
* Utilized sales metrics, budgeting, and forecasting to analyze sales data, track performance metrics, and make data-driven decisions optimizing sales operations and achieving revenue KPIs.
* Leveraged market research, localization strategies, cultural adaptation, awareness of global business practices, and regulatory compliance to capitalize on growth opportunities and drive expansion.

**Collaboration and Customer Experience (CX):**

* Partnered with marketing, product development, and supply chain teams to align sales initiatives with overall business objectives, support new product launches, and drive integrated marketing and sales campaigns.
* Collaborated with key internal and external stakeholders to achieve organizational goals through strategic sales activities, addressing customer pain points, needs, and expectations.
* Implemented customer experience (CX) initiatives to enhance customer satisfaction and foster brand loyalty, providing a consistent brand experience and rapidly addressing client concerns.
* Achieved a 20% annual increase in sales year over year (YOY).

**Leadership:**

* Supervised sales operations, managing overall success and efficiency, contributing to the company's realization of more than $20M in annual sales.
* Implemented strategic sales initiatives leveraging stellar client service history to drive business growth and brand expansion domestically and internationally.
* Negotiated and secured partnerships for private label brand Color Club for Walmart, generating multimillions of dollars in global sales.
* Managed a diverse team of 20 high-performing sales, marketing, branding, and eCommerce staff, providing guidance, training, and support to achieve sales targets and promote professional development.
* Oversaw an additional 80+ internal and external staff and consultants, managing workflow across cross-functional marketing, eCommerce, inventory control, and shipping teams.
* Established improvement plans to drive sales performance, increase productivity, and enhance customer experience (CX).
* Documented and reported performance to leadership, partners, and key external stakeholders, ensuring company compliance procedures were upheld by monitoring, identifying, and mitigating risks associated with sales operations.

**Communications and Compliance:**

* Ensured sales operations and communications functioned at peak performance levels, reviewing shipments and delivery with supply chain and client services teams to manage client expectations and promptly resolve issues.
* Designed culturally sensitive presentations and engagements based on clients' community and cultural norms.
* Adhered to U.S. and international market regulations related to product development, sales, labeling, advertising, and distribution.

**Staff Oversight, Training, and Development:**

* Executed recruitment and retention, onboarding/offboarding, and training initiatives for high-performing sales, marketing, and branding teams.
* Fostered a positive work environment, providing leadership and guidance to achieve predetermined key performance indicators (KPIs).
* Established performance expectations and provided regular feedback to teams and other direct reports, instituting corrective measures when needed.

**KEY SKILLS**

O/S: Mac, Windows • MS Office: Word, Excel, PowerPoint, Access Outlook, Office 365 • Google Tools: Gmail, Drive, Docs, Forms, Slides, Sheets • Team Collaboration: Zoom, MS Teams • File Sharing: Google, OneDrive • AI Tools: ChatGPT • Networking Tools: LinkedIn, Facebook, Instagram, Twitter, YouTube, TikTok, Pinterest • eCommerce Tools: Shopify, Squarespace, Wix • Payment Processing: PayPal, Stripe, Square, Authorize.Net, Braintree, 2Checkout • Content Management: WordPress • Email Marketing Tools: MailChimp, Klaviyo, Constant Contact, Sendinblue, Drip, Campaign Monitor • Analytics & Reporting Tools: Google Analytics, Hotjar, Kissmetrics, Mixpanel, Crazy Egg, Adobe Analytics • CRM: HubSpot CRM, Salesforce, Zoho CRM, Pipedrive, Freshsales, Agile CRM • Fulfillment & Shipping: UPS, WorldShip & Inventory Management, ShipStation, ShipBob, ShipWorks, Easyship, Shipwire, Shippo • Inventory Management: TradeGecko, Skubana, DEAR Systems, Cin7, Orderhive, Zoho Inventory • Website Building & Design: Shopify, WooCommerce (WordPress plugin), BigCommerce, Magento, Squarespace, Wix • SEO • CSS

**EDUCATION**

**University of Hartford, Hartford CT**

*Liberal Arts*

**REFERENCES**

**Available Upon Request**