

John R. O'Rangers

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Sales and Marketing Professional with 12+ Years of Industry Experience

Brand Management & Marketing / Sales Management

Professional Profile

A marketing professional with over 12 years of experience in brand management and business development for manufacturers and wholesale distributors of consumer products. A documented track record of success in generating sales growth of challenging product categories including magazines, books, newspapers, and general merchandise. Expert in developing and executing marketing plans, product positioning, merchandising, and retail fixtures that increase sales, product awareness, velocity and profitability. 4 years of experience in the sales and distribution of consumer products to airports and military retailers. Experienced with vendor management systems, including MJ Perfect Pick, Pay on Scan (POS) agreements and Direct Store Delivery (DSD) logistics and technology. Microsoft Office, SAP Business Objects and SharePoint proficient.

Core Competencies

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|---------------------------|--------------------------------|--------------------------|
| ▪ Marketing Plans | ▪ Revenue Forecasting/Tracking | ▪ Wholesale Distribution |
| ▪ Brand Management | ▪ Financial/P&L Management | ▪ Category Management |
| ▪ Sales Management | ▪ Contract/Price Negotiation | ▪ Direct Store Delivery |
| ▪ National Accounts | ▪ Business Analysis/Insights | ▪ Retail Fixtures |
| ▪ Airport/Military Retail | ▪ Business Development | ▪ Merchandising |

Professional Experience

Source Interlink Companies, Bonita Springs, FL

7/2007-8/2012

Regional Sales Manager

- Responsible for the marketing and distribution of over \$16.8 million in magazines, books and general merchandise to airports and military bases, including development and execution of monthly, quarterly and annual marketing plans, brand positioning, and designing planograms to increase sales, product awareness, velocity and profitability.
- Sales and business development of magazine and book categories through relationship building with corporate buyers, regional managers and senior executives of major retail chains and direct solicitation of independent stores.
- Monitored sales by retailer and provided in-depth analyses of sales trends and KPIs by product line, SKU, sales region, and financial impact to determine opportunities to grow top line and profit.
- Assisted in management of marketing budgets and spending projects.
- Supported business growth with business analysis and insights.

Notable Accomplishments

- Increased sales in East Coast military bases by 12% year over year, from \$3.3 million to \$3.7 million.
- Managed the marketing and distribution of magazines and books to retail outlets in Minneapolis-Saint Paul International Airport, with over \$8.2 million in annual sales.
- Lead project manager for major store openings remodels at Camp Lejeune, Camp Pendleton, Norfolk Naval Station, Oceana Naval Air Station, and Little Creek Naval Amphibious Base.
- Managed the sales and event operations for several high profile book signings including New York Times Best Selling Authors Lee Child, Governor Sarah Palin, Donald Rumsfeld, and Captain Chesley Sullenberger.

Southwest Distribution, Inc, Washington, DC

4/2004 – 7/2007

Sales and Marketing Manager

- Marketed and sold newspapers, newsletters, and magazines to retail stores for a wholesale distributor of print publications.
- Solicited bids for government and commercial contracts, including specialized distribution to the U.S. Senate and House of Representatives.

- Managed sales and distribution operations to over 500 vending machines located throughout Greater Washington, DC.
- Developed business relationships with primary suppliers, including The New York Times Company, The Washington Post Company and Gannett Corporation.
- Supported business growth with business analysis and competitor intelligence.

Notable Accomplishments

- Acquired over \$100,000 in corporate sales contracts, including the Gannett corporate headquarters in McLean, VA, and the embassies of Italy and Ireland.
- Designed a Pay on Scan (POS) sales program with a local food retailer, generating over \$10,000 in net sales in 6 months, while reducing distribution costs by over 50%.
- Won the Financial Times "Wholesaler of the Year" for increasing retail sales by over 46%.
- Secured a \$40,000 distribution contract with the Washington Examiner, a free tabloid newspaper with a daily distribution of 250,000.
- Increased total retail store account base by more than 80% in less than two years.

Dow Jones & Company, Princeton, NJ**4/2001 – 1/2004****Retail Sales Manager**

- Managed retail sales in the states of Maryland, Virginia, Pennsylvania, North Carolina, Delaware and the District of Columbia, with \$1.6 million in annual sales of the Wall Street Journal and Barron's brands of newspapers and periodicals.
- Negotiated contracts and developed business relationships with wholesale distributors of print publications sold to retail stores, hotels, vending machines, government agencies, and corporate offices.
- Developed business relationships with store owners, improved brand positioning, and designed point-of-purchase displays and marketing materials.
- Assisted in management of marketing budgets and spending projects.
- Supported business growth with business analysis and insights.

Notable Accomplishments

- Grew retail sales of the Wall Street Journal brand by at least 25% for three consecutive years.
- Received corporate recognition in 2003 for consecutive increases in year over year sales of the Wall Street Journal and Barron's brands.
- Designed and executed the Washington, DC-Baltimore, MD marketing campaign of Wall Street Journal's "Business of Life" branding campaign including radio and display advertising, corrugated shipper displays, point-of-purchase signs, promotional sampling, and automobile wrapping.

Investor's Business Daily, Los Angeles, CA**11/1999 – 4/2001****Circulation Supervisor**

- Managed the retail sales and subscription fulfillment of the Investor's Business Daily brand of newspapers and books in the states of Maryland, Virginia, Pennsylvania, North Carolina, Delaware and the District of Columbia.
- Negotiated contracts and developed business relationships with wholesale distributors of print publications sold to retail stores, hotels, vending machines, government agencies, and corporate offices.
- Participated in pre-press and mail room operations including plate making, automated labeling, transportation logistics and newsprint quality control.
- Developed business relationships with store owners, improved brand positioning, and designed point-of-purchase displays and marketing materials.

Notable Accomplishment

- Increased retail sales by 80% in the Washington, DC/Baltimore, MD markets.

Education**Mount Saint Mary's University, Emmitsburg, MD****1/2010 – 12/2011****Masters of Business Administration; Concentration in Finance**

- GPA: 3.92 out of 4.00.
- Member of Delta Mu Delta Honor Society.

Towson State University, Towson, MD**9/1990 – 5/1995****Bachelor of Science; Social Sciences**