

John R. O'Rangers

346A Prospect Blvd, Unit 303 · Frederick, MD 21701
Telephone: 240.629.8620 · Email: johnrangers@comcast.net

Sales and Marketing Professional with 12+ Years of Industry Experience Consumer Products & Market Development / National Account Management

Professional Profile

A motivated sales and marketing professional with over 12 years of experience in brand management and developing business for manufacturers and wholesale distributors of consumer products sold to chain and independent retailers. A documented track record of success in generating sales growth of the most challenging product categories including books, magazines, newspapers, and “impulse” items. Innovative merchandising experience, with skills in the design of retail fixtures, plan-o-grams, and store layouts that maximizes sell-through. 4 years of experience in the sales and distribution of consumer products in airports and military bases. 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. A well educated professional possessing a Master’s of Business Administration with a concentration in Finance.

Core Competencies

- Sales/Business Development
- Sales Management
- National Account Management
- Brand Management
- Consumer Product Marketing
- Revenue Forecasting/Tracking
- Financial/P&L Management
- Contract/Price Negotiation
- Shopper Insights/Demographics
- Client Relations/Retention
- Wholesale Distribution
- Transportation Logistics
- Direct Store Delivery
- Retail Fixtures/Store Layouts
- Merchandising Strategies

Professional Experience

Source Interlink Companies, Bonita Springs, FL

7/2007-Current

Regional Sales Manager

- Reporting directly to the Group Vice President, proactively managing and developing the sales, marketing, and distribution of over \$16.8 million in magazines, books, beverages, and convenience store products to 5 major U.S. airports and 20 military bases.
- Direct business relationships with corporate buyers, regional managers and senior executives of major retail chains HMSHost, Paradies, Delaware North Companies, AAFES, Navy Exchange, Marine Corps Exchange, Wal-Mart, Ahold, SuperValu, CVS/Pharmacy, and Rite Aid Pharmacy.
- Professionally trained in the design of retail fixtures, plan-o-grams, and store layouts that maximizes sell-through.
- Extensive experience with manufacturer incentive programs for retailers including Retail Display Allowances (RDA), shipper display programs, and new product development.
- Experienced planner and manager of major events including book signings for best-selling authors.

Notable Accomplishments

- Increased magazine and book sales to East Coast military bases from \$3.3 million to \$3.7 million, a 12% increase.
- Entrusted with the management and sales development of the company’s largest airport account, HMSHost at Minneapolis-Saint Paul International Airport, with over \$8.2 million in annual sales.
- Served as the lead project manager for store openings and 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 newsstands and convenience stores.
- Managed the bidding and acquisition of government office contracts, including specialized distribution to U.S. Senate and House offices.

- Supervised the distribution, maintenance and zoning compliance of newspaper vending machines.
- Served as the primary company business contact to major publishing clients including the New York Times, USA Today and Financial Times.
- Managed the company vehicle fleet consisting of large trucks, vans, and automobiles.

Notable Accomplishments

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

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

- Managed a 4 state retail sales territory with \$1.6 million in annual sales of the Wall Street Journal and Barron's newspapers.
- Directly negotiated contract terms and developed business relationships with wholesale distributors engaged in the sale of publications to retail stores, hotels, vending machines, government agencies, and corporate offices.
- Performed sales calls to customer accounts to build relationships with store owners, improve product positioning, and install point-of-purchase displays and other marketing materials.

Notable Accomplishments

- Grew retail sales of the Wall Street Journal by at least 25% for three consecutive years.
- Received financial recognition for being the only sales manager in the company to increase sales year over year.
- Designed and executed the Washington, DC-Baltimore, MD marketing campaign of Wall Street Journal's "Business of Life" re-branding. This campaign included radio advertising, display advertising, in-store shipper displays, point-of-purchase signage distribution, public sampling, and automobile wrapping.

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

- Managed a four state retail sales and home delivery territory, including negotiating distribution agreements with wholesale distributors engaged in sale of publications to retail stores, hotels, vending machines, government agencies and corporate offices.
- Trained in press plate making, automated labeling equipment operation and troubleshooting, transportation manifests and newsprint quality control.
- Performed sales calls to customer accounts to improve product positioning and install point-of-purchase signage and other marketing materials.
- Established and developed business relationships with circulation and production executives, wholesale distribution agencies, and key vendors.

Notable Accomplishment

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

CVS Caremark Corporation, Gaithersburg, MD**7/1998 - 11/1999****Store Manager**

- Managed the front end operations for several chain drug stores with sales in excess of \$120,000 per week.
- Responsible for staffing, P&L, receiving, merchandising, customer relations, and loss prevention.

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**