

# MICHAEL RICHARDSON

michaelr@gmail.com • cell: 555.634.5789 • Greenwich, CT 06830 • <https://www.linkedin.com/in/mmr/>

---

Senior sales executive with experience opening new markets and building brand awareness over a 20 year career. Able to build strong teams. Problem solver. Proactive. Excellent communicator. Opened accounts with department stores and mass merchants. Excellent communication skills. Good collaborator. Builds strong relationships with clients and vendors.

## SKILLS

Leadership | Business Development | Account Management | Training Teams | Product Merchandising | Written and Verbal Communication | Strategy | Planning | Product Licensing | Sales Funnel

## PROFESSIONAL EXPERIENCE

### BOYD ACCESSORIES, INC., NEW YORK, NY VICE PRESIDENT GLOBAL SALES

5/2015–PRESENT

Lead sales and merchandising teams. Devise growth strategies. Member of executive committee and board of directors. Establish and manage annual sales budget. Manage territories to maximize sales and lower expenses. Develop and negotiate distribution contracts.

Lead and conduct semiannual sales conferences in North America, Europe, and Asia. Meet with key customers during Chicago and New York market weeks. Consult with existing and potential clients at US and international trade shows.

- Opened new accounts with Macy's, Kohl's and JCPenney which increased sales 27%.
- Changed the sales processes and moved the sales department from siloed emphasis.
- Reduced SG&A \$1.9 million in 5 years.
- Grew the Asian and European markets and increased MCM sales 89% in Asia and 31% in Europe.
- Opened 400+ new accounts in 2018 and started tracking sales representative's work.
- Grew the sales with Amazon 51% and opened several department store account including Dillards.com, Macys.com, and Bloomingdales.com.

### MMC CONSULTING, LLC, WESTPORT, CT SENIOR VICE PRESIDENT

4/2013–4/2016

Provided market analysis, brand development, organization restructuring, retail merchandising, and sales team development. Developed marketing and merchandising campaigns. Built sales teams. Negotiated licensing agreements. Clients included: CVS Pharmacy, Snapple, Bigelow Tea, and L.A. fitness.

### JANE DAVIS BRANDS, NEW YORK, NY SENIOR VICE PRESIDENT

6/2010–4/2015

Hired to run the divisions. Changed the distribution channels. Changed compensation from high commission to salary plus incentive to foster teamwork.

- Generated \$115 million in volume
- Cut the sales representatives and changed commission structure.
- Increased gross margin plans for 2012 by 225 basis points by meeting with leadership at Macy's, Dillard's, Bloomingdale's, and Kohls.
- Created new product that increased Target men's business by \$5 million.

## PREVIOUS POSITIONS

VP, New Business Development, New York & Company, New York, NY

Division Sales VP, Department Stores, Steinbeck, Fairfield, CT

**TRAINING**

Situational Leadership, Guttman Development Strategies

High Impact Presentations, Dale Carnegie

Conflict Management, Guttman Development Strategies

**EDUCATION**

Sales Management and Marketing Strategy, Darden School of Business, University of Virginia, Charlottesville, VA

Bachelor of Arts in Business with a concentration in Marketing, University of Pennsylvania, Philadelphia, PA

**HOBBIES**

Avid golfer