

# DUDLEY DORIGHT

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## SENIOR SALES EXECUTIVE

*~ Over 10 years of success managing Sales and Reseller / Channel Relations ~*

Hard-charging Sales Executive with over 10 years of successful sales leadership in startup and territory expansion situations for some of the biggest names in consumer products, Samsung, Philips and Maytag. Consistently earned top ranks in sales performance in every position by bringing revenues, profits and market share to new heights.

- ✓ *Designed and executed Samsung sales that grew sales from \$61M to over \$1B in 4 years.*
- ✓ *Revitalized lost account for Philips and delivered \$105M in sales in 2 years.*
- ✓ *Consistently ranked as Top Territory Manager.*

**Gifted Sales Strategist and Tactician** who excels in driving revenues through innovative and focused merchandising and sales force/channel development programs. Noted for pioneering program to share personal sales best practices with resellers that was subsequently adopted by all regions nationwide.

**Product Evangelist and Sales Leader** practiced in driving market enthusiasm through public speeches to press, analysts and industry trade groups. Accomplished in turning mediocre performers into high performance sales teams and managing and motivating sales channel teams.

## PROFESSIONAL EXPERIENCE

**NATIONAL SALES MANAGER, HOME APPLIANCE**

**AUG 2003 – PRESENT**

**SAMSUNG CONSUMER ELECTRONICS ✧ RIDGEFIELD PARK, NJ**

*A global leader in semiconductor, telecommunication, digital media and digital convergence technologies with over 90 offices in 48 countries.*

Aggressively recruited to revitalize launch of the Home Appliance Division for Samsung Electronics in the United States. Challenged to jumpstart flailing efforts and build all new sales distribution channel across 4 segments, Mass Merchant, Home Improvement, Club and large Regional accounts. Work with product and marketing teams to create product differentiation and gain competitive advantage. Serve as Product Champion evangelizing products to press, analysts and industry trade groups. Oversee staff of 15.

**Notable Accomplishments:**

- *Developed sales roadmap which delivered +\$2B in annual sales in 2011 compared to \$61M in 2007.* Analyzed existing sales channel relationships and developed all new sales strategy focused on market leaders who could drive sales and market presence.
- *Noted for driving 237% increase in sales level in 2004.*
- Targeted Lowes, second largest retailer of Home Appliances in the United States, and personally led sales charge. *Credited with closing 5-year Alliance Partnership (1 of 2 appliance manufacturers with this designation) valued at \$75M in first year and \$1B in annual sales by 2008. Developed training program for 1,100 locations and +6,000 Lowe's sales associates on sales best practices.*
- Exited relationships with Sam's Club and Menard's and closed stronger, *more profitable agreement with Costco valued at \$30M in second year.*

**NATIONAL ACCOUNT DIRECTOR****JUL 2000 – JUL 2003****PHILIPS CONSUMER ELECTRONICS ✧ ATLANTA, GA**

*One of the world's top 3 consumer electronics companies, with a range of products based on world-leading digital technologies.*

Recruited by CEO to re-establish relations with recently lost Sears account. Challenged to rebuild severely tarnished relationships. Oversaw staff of 4.

**Notable Accomplishments:**

- *Led entirely new strategy designed to establish Philips as a value-added partner as opposed to a traditional supplier. Delivered detailed business plan identifying market opportunities and positioning Philips to deliver higher margin business. Complemented strategy with comprehensive field operations plan including product and sales training.*
- *Delivered 138% and 142% of sales targets in 2001 and 2002 respectively.*
- *Increased SKU's by 340% and standard margins by 32% in 2003 by collaboratively shifting sales focus to high-margin items.*
- *Designed and executed a 12-month merchandising and sales training program at the last 3 feet to create sell through. Created special promotions (e.g. free home theater give away with the purchase of a big screen TV) that resulted in SKU expansion and \$40M in increased category sales.*

**REGIONAL SALES MANAGER****JUL 1991 – JUL 2000****MAYTAG APPLIANCES ✧ WASHINGTON D.C.**

*One of America's most trusted appliance manufacturers.*

Recruited to oversee 12 sales professionals and expand 3-state territory.

**Notable Accomplishments:**

- *Grew Washington D.C. territory into 3<sup>rd</sup> largest domestic market (up from 6<sup>th</sup>) with 36% sales increase to \$19M.*
- *Delivered 112% of region's revenues goal, producing \$64M in annual sales. Noted for increasing sales to National Accounts by 8.7%*
- *Ranked as 1 of country's Top 5 Regional Managers.*
- *Pioneered program to share sales best practices with retail sales forces (audiences up to 200) from such retailers as Best Buy, Circuit City and Sears. Successful program was subsequently adopted nationwide.*
- *Credited for designing and executing new cooperative advertising newspaper insert program with Washington Post that increased exposure, reduced marketing costs and caused Direct-Maytag retail store in DC to become 2<sup>nd</sup> largest in U.S. Huge success resulted in being asked to execute program for entire East Coast.*
- *Asked to develop and deliver national presentation, "The Pillars of Success" that demonstrated effective personal sales and marketing techniques. Personally delivered methodology at national sales meetings and was featured in corporate video.*

**EDUCATION**

**Bachelor of Science, Business Administration ✧ 1990**

University of Nebraska ✧ Lincoln, Nebraska