

Sales | Key Account Development

Custom & Area Carpets • Hand-Made/ Machine-Made • B2C/ B2B

QUALIFICATIONS SUMMARY

- 10+ years of sales experience with companies in manufacture, distribution, and retail of carpets.
- Sold luxury carpets to firms in interior design, home furnishing, hospitality & real estate industry.
- Captured and/ or managed key accounts among department stores (**Macy's, Bloomingdale's, Marshall Field's, Kaufmann's, John Wanamaker's, Woodward & Lothrop**) and chain stores (**ABC Carpet & Home, Safavieh**).
- Sold thousands of products over the years to 130+ firms. Created yearly sales of \$2MM. Closed \$480K sales deal.
- Doubled sales for manufacturer/ distributor. Drove that firm's yearly sales 30%. Captured Canadian/ European accounts. Supplied Macy's Furniture Gallery, the national furniture chain.
- University degree; fluent in English, German, and Swiss German; CRM experience.

PROFESSIONAL EXPERIENCE

CREATIVE FLOORING, Mount Kisco, NY— an upscale carpeting store serving Westchester County (NY) and western Connecticut

Store Manager

11/2023-11/2023

- Managed briefly this flooring store that generated sales of \$1,650,000 in 2023. Served residential and commercial clients (like Ethan Allen). Supervised staff of 4.

SAFAVIEH, Paramus, NJ— a leading retail chain for home furnishings and area rugs, with 15 stores in NY, NJ and CT

Rug Store Manager

1/2023-8/2023

- Managed rug store that generated sales of \$200,000. Oversaw sales activities, promoted store and its products and implemented marketing campaigns to drive client traffic. Supervised staff of 2.
- Tasked by senior management with revamping store. Improved store layout and introduced new carpet collections that had been lacking previously. Introduced Safavieh's first ever broadloom collection. Debuted dozens of new products.
- Organized special promotions, displays and events. Created promotional materials targeting end consumers and interior designers. Launched outreach campaigns to connect with NJ designers (by email/ video/ phone). Planned visits to top A&D companies. Organized sales training seminar for Safavieh sales staff.

JACOB ZARNEGIN RUGS, Englewood, NJ—a vendor of carpets.

Sales Manager

2020-2022

- Sold flooring products to national real estate developer. Generated orders (incl. custom). Created high-end carpets;

THIRTY SIX KNOTS, Toronto —Supplier of carpets to US/ Canadian interior design/ hospitality companies (incl. hotels/ restaurants); vendor of custom carpets and area rugs; part of OHS Global, an investment firm

Regional Sales Manager

2019-2020

- Tasked with capturing accounts in NY/ NJ interior design market; secured sales deals —a first for this company in this territory; cold called and visited major design firms; made sales presentations, incl. product demo; exhibited at NY Rug Show; ran marketing campaign targeting designers; wrote press release in trade journals; prepared event strategy.
- Created ad to promote new product for US market; expanded company's product offering on its trade-only website.

RUG & KILIM, New York, NY – a leading high-end rug wholesaler specializing in the distribution of luxury customized rugs. Winner of highest industry awards in US and Europe.

Outside Sales Representative

2019-2019

- Targeted key new accounts in specialty store market. Initiated and negotiated sales/ consignment deals.

RUG CENTER USA Inc., Tenafly, NJ (previously located in Millburn, NJ)—a distributor/retailer of handmade rugs.

Manager

2014–2018

- Led activities, including sales, marketing, staffing, purchasing and merchandising.
- Drove sales from **zero to \$210,000** in first 18 months. Grew year-over-year sales by 300% versus goal of 40%.
- Sold to businesses and end consumers; developed ties to designers; placed full-page ads in leading NJ newspaper.

ZARNEGIN INTERNATIONAL RUG CORP, Great Neck, NY—a supplier to national retailers; a leading U.S. importer of Persian rugs; a distributor of handmade carpets from Europe, Middle East and Asia (defunct)

Partner

2012–2014

Manager

2008–2013

Several Sales and Managerial Positions

prior to 2008

Summary

- Directed sales and marketing activities throughout U.S, Canada and Europe. Managed product introduction, distribution and promotion. Led staff. Managed key accounts collectively worth **\$20MM+**. Created annual sales of \$2,000,000. Sold products ranging from \$50 to \$20,000.
- **Doubled company** sales from \$1M to \$2M. Drove yearly sales by up to 30% and met annual sales goal.
- Captured key accounts in department, chain, online, and specialty store markets. Sold to TV home-shopping channels. Captured and recaptured **nation's #1** department store chain (May Dept. Stores & Macy's).
- Partnered with national retailers on sales training, product advertising, and indoor/outdoor sales events. Created sales training seminar for Bloomingdale's. Retained key accounts (Bloomingdale's/ ABC Carpet) for over 10 years.
- Company products appeared **in NY Times, Washington Post and Architectural Digest**. Penetrated new markets in US/Canada. Managed accounts in 32 US states.

Territory & Key Account Management

- Sold to interior designers, architects, and designer showrooms (including **F. Schumacher, Rosecore Carpet**).
- Generated multi-million dollar sales with ABC Carpet & Home, which was the nation's largest home-furnishing store from 1980 until 2018. Supervised this **\$7 million account**. Secured **6-figure** sales and consignment deals.
- Captured and managed Bloomingdale's, a **\$6 million account**. Created million-dollar business with this national retailer. Negotiated \$70,000 sales deal. Closed consignment deals.
- Recaptured Macy's, a **\$3M account**. Secured 6-figure sales deal. Grew sales 280% with this 700-store retailer(yoy).
- Captured and/or managed several other department store accounts, including Marshall Field's, Kaufmann's, John Wanamaker's, Woodward & Lothrop. Expanded combined sales/ revenue with these 4 large firms by \$600,000.
- Captured and/or managed major regional and local accounts each worth up to **\$1.3 million**, including **#1** rug retailer in Texas, Michigan, Connecticut, Chicago, Boston, Montreal, Philadelphia and Denver.
- Captured key accounts in New York City, the nation's #1 and most competitive market. Added Safavieh (a 14-store luxury chain; **\$600,000** account) and Einstein Moomjy (a 7-store retailer; **\$700,000** account). Secured \$480,000 sales deal with Einstein Moomjy. Created new revenue stream by capturing Sotheby's, the auction house.
- Closed or helped close deals with several **TV home-shopping channels**. Established relationships with major online retail accounts, including **#1** specialty shopping site in US/ Canada.

Marketing

- Partnered with Bloomingdale's and Macy's on large tent sales—heavily promoted events held nationwide. Was 1 of only 4 vendors. Achieved \$65,000 sales per event. Created **sales training** seminar for Bloomingdale's.
- Partnered with Bloomingdale's on cooperative advertising campaigns for 8+ years. These ads appeared in nation's largest newspapers, including New York Times and Washington Post. Ad campaigns were a cost-sharing agreement to promote rugs by Zarnegin and other vendors in NY Times and other major newspapers.
- Exhibited at national trade shows, creating sales of up to \$200K per event. Opened permanent space in Atlanta/GA.
- Launched ad campaigns to promote new products, which appeared in **national print media** (including Architectural Digest).

EDUCATION

- **Degree—Business and Economics**—University of Basel, Switzerland—(lic.rer.pol.)