

# Matt White

6356 Autumn View Point | Acworth, Ga 30161 | (404)583-0352 | matt.m.n.white@gmail.com

## Driven Sales Leader

- Experienced in servicing accounts in online big box and brick and mortar while growing bottom and top line dollars exponentially.
- Successful in managing data personnel, sales staff and outside representatives.
- Thinking outside the box to create solutions, for both customers and my employers

## KEY SKILLS

- B2B Sales and Marketing
- Growing Accounts
- Eliminate Slow Moving Inventory
- Managing and Motivating a Team
- Creating and Refining Processes
- Communicating Clearly with Customers and Colleagues

## EXPERIENCE

### Belnick Inc(Flash Furniture)-Ballground, GA

#### Director of National Accounts December 2019-Present

At Belnick they have developed a fantastic direct to consumer business, and business with Amazon and Wayfair, but their National Account business was not growing at as rapid of a pace. I was able to develop relationships to grow the business positively through the difficulties of the covid pandemic. Primarily managing Walmart, Home Depot, Lowe's, Target, Sam's, Kohls and Hayneedle.

#### *Key Results:*

- Grew Sales 55% from 2019 to 2020
- On boarded Kohl's, which was the largest ecommerce partner Belnick did not have an existing relationship with.
- Grew the emerging residential categories by 65%
- Worked to improve content on 8,500 items across all major accounts
- Worked with the category management team to define opportunities in new and existing categories.
- Managed advertising spend and sponsored products for National Accounts.

### Rizzy Home (Riztex USA and Home Texico) - Calhoun, GA/Noida, India

#### E-Commerce Manager January 2017 - December 2019

At Rizzy Home the business was ripe with potential but lacked structure and focus. In concert with the VP of Sales, assumed the responsibility to manage the e-commerce segment. Resulting in turning it into a quickly growing profitable part of the business with a flexible operation. When the VP of Sales resigned in July 2018, assumed the full responsibility for the segment. These duties include overseeing a two person US based team along with a further 3-5 persons in India and an external data management service.

***Key Results:***

- Grew overall online sales 25% in 2017 and a further 32% in 2018.
- On boarded key accounts such as One Kings Lane, Lowes and Zulily.
- Increased profitability by 15%, with as much as 25% on some key accounts.
- Decreased MAP violations by 70%.
- Created a formula to determine the value of accounts vs. employee time and effort to maximize efficiency and profit.

**Surya Carpets Inc. – White, GA /New Delhi, India**

**Key Account Manager** April 2015 - December 2016

Promoted to Key Accounts leading several high-potential national accounts including: Costco, Home Depot, Bed Bath & Beyond, and Wal-Mart. Became manager of a four person Sales Assistant team to build items, analyze sales and process data, and make an underperforming portion of Surya's business once again a large portion of their profits.

***Key Results:***

- Increased item count on homedepot.com from under 7,000 to over 25,000, plus added new categories, including lighting and soft décor.
- Increased sales for both Home Depot.com and homedepot.ca over 25% in 2015, after both businesses were down over 20% from 2014, increased a further 15% in 2016. • Increased SKU counts greatly for Home Depot, Home Depot Canada, Bed Bath & Beyond, and Home Decorators Collection.
- On boarded Bloomingdales and Lowes for both in-store and e-commerce.
- Matured the sales assistant team into a cohesive analytical unit capable of assessing accounts current status, seeing potential and implementing solutions.

**Surya Carpets Inc. – Calhoun, GA /New Delhi, India**

**Account Manager** May 2013 - April 2015

Moved into an account management role, personally overseeing 200-300 accounts in a 10-state territory. Assumed responsibility for an account base that was underperforming and underserved and grew it exponentially and quickly.

***Key Results:***

- Increased sales by 102% during the 2013 fiscal year, and another 92% in 2014. • Opened 5 Top 10 accounts in their respective territories.
- Created solutions to ease the sales process for those customers and grew them at an average of 78%.
- Awarded for having the highest sales growth of any account manager or outside rep over the course of the 2013 fiscal year.
- Increased cross category sales from less than 5% of total sales in that territory to 15% in 2013 and from 15% to 22% in 2014.

**Surya Carpets Inc.- Calhoun, GA /New Delhi, India**

**Sales and Marketing Coordinator** February 2012 - May 2013

Managed a team of ten external sales reps operating in a 16-20 state territory and servicing accounts ranging from national and regional chain stores to small interior design firms. Serviced an average of 500 accounts, along with the external reps in this time period. Acted as a rep to territories which were without an external rep, and grew those accounts at a 50% rate in that time frame. Experienced a total growth in sales of 40%.

Managed showroom setup working with a team of 8-15 people to achieve some of the best spaces in the industry. This included the showroom that won the Best of Floor award at the Winter 2013 Atlanta market, and the Fashion Forward award at the Spring 2013 High Point Market.

Contributed to the bi-annual catalog and marketing materials, including customized options for our customers.

***Key Results:***

- Helped onboard the Hill Country Ashley stores, grew to \$250,000 in sales in 2nd second year. • Along with the external reps grew the overall account base by 40%.
- Wrote presentations for over 30 top 100 furniture stores.
- Prospected the accounts with the most potential in that area.
- -Served as the primary or auxiliary contact for a group of up to 800 accounts at any given time.

**The Fairbanks Company - Rome, GA**

**Sales and Marketing Assistant** February 2011 - February 2012

- Wrote copy for Fairbanks catalog and website, as well as for many of their high-profile clients such as Northern Tool and S.P. Richards.
- Inside sales and customer service for customers nationwide.
- Managing Fairbanks website design and the content portal for several clients such as Grainger and Northern Tool.
- Created spreadsheets detailing product cost and margins, tracking pricing and sales quantity, and product specs.

- Compiled daily sales reports.
- Entered purchase orders.
- Edited product photographs for catalog and online content.
- Routed freight for customers.

**Shaw Industries (The Patcraft Group) - Calhoun, GA**

**Marketing Intern** May 2008 - August 2008

- Restructured Product database.
- Communicated with sales representatives to obtain project references and supply customized marketing material.
- Devised a new system for cataloging project references.
- Assisted in branding new marketing material.

**EDUCATION**

**Shorter College**—Rome, GA

**Bachelor of Arts** 2006 - 2010 Communications, Psychology & Business Administration

- Played Baseball for 3 years.
- Hosted a weekly show on the student radio network.
- Wrote contributing columns for the Periscope newspaper.
- Further studies in Marketing and Psychology.