

WAYNE TILLMAN MOSLEY

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Objective

To share and advance my sales management talents in the industrial Distribution / OEM market.

Education

University of South Carolina, Columbia, S.C., B.S. in Business Administration/ Marketing, 1981
Hillsborough Community College, Licensed Real Estate Appraiser 2005

Professional Experience

SOUTHEAST REGIONAL MANAGER, HERNON MFG., Sanford, FL., Nov. 2009-Oct.2015.

Designed and executed sales plans for nine state territory for technical sales of advanced adhesives and automated dispensing machinery. Expanded sales to two step distribution accounts and direct key accounts by 212%. Worked with marketing department to identify customer application needs and provide technical solutions to those needs, increasing profitability, efficiency and process savings for major clients in aerospace, automotive, defense and industrial categories.

TERRITORY MANAGER, LAW ENFORCEMENT SUPPLY, Orlando,FL., Feb. 2006-July 2009.

Managed and grew sales of public safety equipment to Federal, State, County and Local law enforcement agencies and Fire Departments for this subsidiary of Chief's Supply. the second largest provider of public safety supplies in the U.S. Represented the top brands in emergency lighting, duty gear, rescue equipment, firearms, vehicle equipment and tactical armor. Worked closely with vendor sales representation to qualify and achieve adoption of new products. Exceeded quota year over year by average of 20%, expanding agency customer list.

OUTSIDE SALES MANAGER, CENTRAL PUBLIC SAFETY INC., Tampa, FL., Jan. 2001-

Nov. 2005. Responsible for formulation and executing outside sales strategies for this statewide provider of public safety equipment. Assisted law enforcement agencies in specification writing and grant location for funding purchases to bid solicitation/submission of firearms, body armor, vehicle warning lights, duty gear and police accessories. Succeeded in shifting the sales focus of this organization from inbound sales calls to aggressive /customer focused outside sales strategies. Resulting in record sales and increase in **customer** base.

TERRITORY MANAGER, BERETTA USA, Accokeek, MD., Oct. 1998-June 2000.

Implemented marketing initiatives and sales for fine firearms, apparel and accessories to commercial wholesale, mass merchants and independent sporting good retailers in five

Southern Sates. Provided sales and product training to distributors and counter sales personnel to help grow brand share in firearms. Exceeded quota by 40% on sales of \$4.6 million due to aggressive customer support, sales presentations and marketing promotions. Was successful in increasing overall territory profitability by targeted product sales initiatives through all channels.

NATIONAL ACCOUNT MANAGER, FEDERAL CARTRIDGE COMPANY, Anoka, MN., Feb. 1996-Oct. 1998. Planned and executed marketing and sales campaigns for national big box retailers and mass merchants for ammunition and accessory products. One of three national account managers by region, exceeding budget sales budget goals by 45%. Largest quota exceeded was over \$21 million dollars. Instituted electronic replenishment into accounts to assure timely delivery of seasonal products onto store shelves. Pursued shelf domination strategies and tactics that moved Federal from secondary brand to primary brand in accounts.

SALES REPRESENTATIVE, WINCHESTER AMMUNITION, OLIN CORP., East Alton, IL. July 1988-Feb. 1996. Promoted from Marketing Rep. to Sales Rep., responsible for sales to all distribution channels for ammunition in the Southeastern U.S. Instrumental in product design and marketing rollout for major initiatives. Assisted with developing an innovative national reseller support program which grew to 1500 plus retailers. Represented company at trade shows, shooting events and NRA functions. Increase retail shelf presence to over 40% during tenure while surpassing sales quotas by at least 20% for every year. Awarded Salesman of the year twice with highest increase in sales of 224% in 1994. Final budget was over \$11.5 million.

Military Service

United States Marine Corps, attaining rank of E5, final duty post at MCDEC in Quantico Va.

Sales Skills

Closing, MS Power Point / Excell, MS Dynamics, MS Outlook, Sage, Goldmine, ACT. Mobile Sales Apps, TQM, Forecasting and CLOSING.

PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST