

Ron Rodriques

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- Highlights |
- Strategic thinking sales pro with international manufacturing, sourcing, and product development expertise
 - Well-connected to manufacturing bases in China, speaks some conversational Cantonese, and understands the culture
 - Skilled negotiator who gains the edge in hammering out viable agreements by easily navigating diverse cultural environments
 - Manufactured and distributed 30,000 mannequins to over 1500 Gap Kids stores worldwide
 - Trained, developed and led sales force generating \$26 million in sales in six years
 - Partner in one of the first 50 wholly-owned U.S. manufacturing facilities in China
 - Award-winning trade show exhibit designer
 - Awarded “Best New Business of the Year” Taishan, China
 - Clients include: PetSmart, Nordstrom, AT&T, Macy's, Disney, Gap, Petco, Marks and Spencer, Coach and Deckers Brands
 - Planning and Visual Education Partnership board member 1/99 - 2/06

- Experience |
- Principal, Tippy Designs Inc. San Francisco, CA • 01/15 – Present
- Visual merchandising design and sourcing company targeting retailers and product designers
- Source products from Asia including home furnishings, fabrics, packaging, holiday decor and consumer goods
 - Responsible for directing sales, partnerships, and client communications
 - Collaborate with manufacturers, distributors and customers for long-term relationships
 - Product Development. Designed line of over 30 dog mannequins
 - Became leading dog and cat mannequin manufacturer
 - Manufacture products in San Francisco and China
 - Created successful partnership with PetSmart, PetValue and Petco
 - Grew sales and increased company revenue by \$750k

Business Development, Walter and Ray LLC. San Rafael, CA • 06/16 – Present

Walter and Ray crafts premium, ultra functional, space saving travel gear with a line of solutions that are stylish and smart

- Value engineering with China factories to help reduce overall costs by 15% across 10 products
- Conducted trend analysis in the travel goods segment leading to innovative new product categories
- Product development of over 10 new categories
- China factory inspections and QC control of over 15,000 units
- Delivered exceptional account service to strengthen customer loyalty
- Helped grow revenue over 30% by reducing costs and customer targeting

Senior Account Executive, Global Visual Group, New York, New York • 06/15 – 02/17

International visual merchandising company producing mannequins, specialty fixtures, holiday decor, and furniture

- Managed and expanded customer portfolio of new and existing accounts and developed strong long-term client relationships
- Acted as liaison between the clients, executives and manufactures
- Worked with project managers on accuracy of order entries and production timetables
- Negotiated contracts and generated over \$2m in new revenue
- Collaborated with executives to strategize ways to increase customer engagement, retention, and overall sales

Founder / VP Sales and Marketing, True Visual, Inc., San Francisco, CA • 12/02 – 4/15

International mannequin and decoratives visual merchandising company

- Built original sales and marketing matrix. Grew revenue from start up to \$850K in first year
- Product Development: Directed the manufacture of children's mannequins, fixtures and decoratives
- Production Management: Developed and streamlined production systems
- Built extensive supply chain of vendors that reduced production costs by 30%.
- Designed and produced products in San Francisco and China
- Clients: Bloomingdales, Nordstrom, Sony, Osh Kosh, and Macy's

CEO, Bay Area Display San Francisco Inc., San Francisco, CA • 01/94 – 01/04

Global visual merchandising manufacturer specializing in mannequins, store fixtures, holiday decor, furniture and decoratives for retailers worldwide

- Responsible for product design, cost reduction strategies, and trend analysis
- Sales and Marketing: Initiated sales and marketing objectives and policies for visual merchandising design and manufacturing firm with factories in San Francisco, California, and Taishan, China leading to an 83% increase in sales over a seven-year period. Implemented incentive programs for 12-member in-house sales team
- Branding. Directed company leadership role in the display and design industry through innovative branding and product development. Developed internship program for new product designers. Participated in annual global trade shows to promote the company's steady worldwide growth. Participated in annual global trade shows in Dubai, London, Dusseldorf, Singapore, Chicago, and New York to promote the company's steady worldwide growth
- Directed wholly owned, Taishan, China-based subsidiary of Bay Area Display with 150 employees. Mirror of the San Francisco facility providing value engineered product for large international clients. Responsible for establishing and maintaining all China government relations, the hiring and management of all China based management
- Clients included: The Gap, Nordstrom, Saks Fifth Avenue, Neiman Marcus, Sony, Nike, Coach, Macy's, Marks and Spencer, Disney, Foot locker, Carters

Education | **Mesa Community College**

Fashion Merchandising

San Francisco Community College

Conversational Cantonese